

INK. PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

No. 7.

VOL. LX.

NEW YORK, AUGUST 21, 1907.

No. 8.

The enthusiastic
one—or many half-
hearted dealers?

There's a plan.

This particular
plan will only get
one dealer in each
town, but it will get
the one best one.

CONVERSE D. MARSH,

Chairman Executive Committee,

THE BATES ADVERTISING COMPANY,

15 Spruce St., New York.

The Explanation is—new methods.

THE ROLL OF HONOR

is a department among the advertising pages of PRINTERS' INK in which every paper is entitled to appear which has submitted a detailed statement to Rowell's American Newspaper Directory of the number of complete and perfect copies issued for the period of an entire year preceding the date of such statement. No paper which has not submitted such a statement, covering the period of one entire year, can secure a place upon the Roll of Honor for either *Love or Money*.

PRINTER'S INK is the *one* journal that can give such a department the integrity which makes it valuable to advertisers and the publicity which will produce results for publishers appearing therein. A rating in the Roll of Honor practically fixes the circulation of a paper beyond dispute. The establishment of such a method, capable of being kept all the time up-to-date, marks an era almost as important in scientific advertising as was the establishment, in 1869, of Rowell's American Newspaper Directory. The Roll of Honor is the only organized weekly service in existence anywhere through which the honest and progressive publisher, entitled to membership, can bring before the advertisers of the United States his increase of circulation for a week, a month or a quarter just past. It is a satisfactory guarantee of the publisher's truthfulness and good faith. In reports of this kind every prominent advertiser is vitally interested. The Roll of Honor is a unique and choice service for choice mediums. It is the only authoritative source of such information to be had at any price, and the expense of it is merely nominal.

Roll of Honor advertising costs 20 cents a line, or \$20.80 for a two-line advertisement for one year. If cash in advance for one year accompanies this order, a discount of 10 per cent may be deducted.

For further information, if desired, address,

THE PRINTERS' INK PUBLISHING CO.,
No. 10 SPRUCE ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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HAS THE LIMIT BEEN REACHED?

IS THE MAGAZINE FIELD CROWDED?

—OR IS THERE ROOM FOR MORE PERIODICALS?—FIGURES OF THE TREMENDOUS GROWTH THE PAST TEN YEARS—MAGAZINE PUBLISHING AS A MANUFACTURING PROPOSITION—THE ENORMOUS DEMAND FOR CHEAP READING MATTER—THE INDUSTRY HAS DEVELOPED IN SPITE OF ITS MANUFACTURING ADVANTAGES—WHAT MAY BE EXPECTED.

What is the future of the magazine industry?

During the past summer there has been a decided slackening in business in many other industries, and this reaction, due partly to an unfavorable crop outlook, has naturally borne to some extent upon magazine advertising revenue. It seems to be wholly a temporary reaction. Many of the strong magazines have not felt it at all. But it has brought into prominence a belief regarding this form of publishing that has long been held by publishers and advertising men, to wit: That our wonderful magazine growth the past ten years has been due largely to abnormal prosperity, and that any decrease in general business must be disastrous to magazines. New periodicals come into the field almost monthly. Some succeed; others die. Even the most optimistic publisher, however, suspects that the field is overcrowded, and that to-day there are no opportunities for the building of great publishing properties such as existed ten or fifteen years ago.

Some, however, take a wholly sanguine view of the industry,

and hold that though there are to-day several hundred monthly and weekly magazines in the United States, yet these form only the nucleus of an industry that will, during the next decade, show as remarkable a growth.

Munsey's Magazine came down to ten cents in 1893. It was the first periodical of the kind to be sold for less than twenty-five cents. *McClure's* was established as a fifteen-cent monthly in 1893, but came down to ten cents in 1895. In the latter year, too, the old *Cosmopolitan* became a ten-center. Since the advent of popular magazines at this handy price the circulations and advertising sections have grown amazingly. It was as though the entire population of the country had just learned to read about the year 1895. The *Ladies' Home Journal* had in that year the largest circulation in the country, 685,000 copies. It has very nearly been doubled since, while its advertising patronage has far more than doubled, and its price to readers has been increased fifty per cent. Yet growth of other periodicals has been far greater in proportion. The *Delineator* has come up from 75,000 in 1895 to above a million. *Munsey's* has achieved nearly 600 per cent growth in circulation, *McClure's* 200 per cent. The *Saturday Evening Post* has grown from 30,000 to nearly 800,000, and *Collier's* from 30,000 to above 500,000. Many new magazines have come into the field since 1895 and risen to large circulation and advertising patronage.

An excellent idea of growth is furnished by taking figures of circulation of twenty-five leading monthly and weekly magazines of

general character for 1895 and 1906. *In the former year these publications had only 2,720,000 copies combined circulation. But since then they have grown nearly 400 per cent, and last year circulated more than 10,000,000 copies per issue. Their increase in revenue from readers alone has been over 400 per cent. Estimates based on the subscription price and circulation of each show that while the public spent about \$3,500,000 for these twenty-five magazines in 1895, in 1906 the approximate expenditure was over \$15,000,000. These figures are wholly conservative, but represent gross rates to the reader—not publishers' net receipts from subscription and news-stand sales. Not a single one of these magazines has lowered its price since 1895, and several have increased it. Not one has lost any circulation through increase or subscription price, and only one shows any decrease of circulation whatever, and that due to sound causes. Eleven years ago only nine of these magazines had a circulation reaching 100,000 copies. To-day, only two fall below 100,000, while the three most widely circulated (*Ladies' Home Journal*, *Delineator*, *Saturday Evening Post*) have a combined circulation greater than was enjoyed by the whole twenty-five in 1895.

Will it last? Or has the limit been reached?

These questions are best answered by considering what has led to this remarkable growth.

Many factors have contributed to the expansion, but all may be brought together in two words: Manufacturing cost. Magazine publishing and growth is an in-

*The twenty-five magazines referred to in these statistics are as follows: American, Argosy, Century, Christian Herald, Collier's, Cosmopolitan, Delineator, Everybody's, Good Housekeeping, Harper's Monthly, Ladies' Home Journal, Ladies' World, Life, Literary Digest, McCall's Magazine, McClure's, Metropolitan, Munsey's, Review of Reviews, Saturday Evening Post, Scribner's, Success Magazine, Woman's Home Companion, World's Work, World To-Day.

dustry based on demand and supply, like every other, and is nothing more nor less than a straight manufacturing proposition. Twenty years ago these circulations might have been built up to as large proportions, could publishers have provided popular reading matter as cheaply as now. The population of the country was not so very much less, and was as much a reading population as to-day. But the publishers could not lay down a magazine at a popular price simply because they could not manufacture it. The ten-cent monthly came into being at the same time the linotype and similar machines cheapened typesetting, the rotary press was being applied to book and periodical printing, the photo-etching processes were making illustrations cheap and abundant. But a few years later these improved manufacturing facilities were augmented by better facilities for distributing periodicals through the rural free delivery. Lower prices to the consumer, cheaper manufacturing apparatus and wider distribution, have resulted in growth not only in the magazine field, but have put the daily paper into every farm-house, increased the bulk and circulation of the Sunday paper, expanded the religious and farm press, brought into existence a vast trade and technical publishing industry.

There is an immense supply of reading matter compared with what was consumed fifteen years ago. But the demand is still greater than the supply. These twenty-five leading magazines, for example, fall short of giving one magazine subscription per year to the statistical family. A supplement like the *Associated Sunday Magazine*, furnished practically free with Sunday papers all over the country, adds more than one million copies to the public's stock of reading. Yet circulation managers of magazines like the *Saturday Evening Post* state that no loss of their own patronage follows, even where some loss through competition was anticipated. De-

(Continued on page 6).



Every one admits that THE LADIES' HOME JOURNAL is the greatest advertising journal in existence, but the inexperienced advertiser is apt to say, "It is too expensive for me."

Let us see.

Twelve Hundred Dollars (the price of a JOURNAL whole column) is a good deal of money, but would you say that it would be an exorbitant price for a bushel of diamonds?

The fact is, that cheapness and costliness depend upon the ratio between the price and the value. The value of THE LADIES' HOME JOURNAL column, going to six million readers, is so great that experienced advertisers know the price to be, in reality, low.

"Nothing is dear that pays."

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

spite the remarkable growth in circulations, most of that in the magazine field is still confined to our cities, which contain only one-third of the population. The farms and small country towns, with two-thirds of the people, have never been developed by publishers on a circulation basis.

In five years, from 1900 to 1905, the printing and publishing industry in the United States increased more than forty-two per cent in value of products. Magazines clearly show the greatest growth. Newspapers increased in value of output nearly thirty-nine per cent in five years, or at a rate that would double the output in thirteen years. Increase in sales and subscriptions of other periodicals was about the same. But figures of paper consumption show that the magazine is outstripping the newspaper in bulk. From 1900 to 1905 the consumption of paper for newspapers grew about fifty per cent. But in the same period the consumption of paper for other periodicals rose not far from 200 per cent. The latter classification is largely made up of magazines and trade journals.

Statistics of *net* receipts of publishers for newspapers and all other periodicals show that the public spends nearly ten million dollars more each year—the increase in five years was nearly forty per cent, and the total was \$112,000,000 net in 1905. On top of this comes newsdealers' profits. Advertising revenue showed a fifty-one per cent increase in the same period.

In 1900 the daily newspapers (not counting Sunday editions) circulated 15,000,000 copies per issue, according to census figures. By 1905 these figures had grown to 19,600,000, an increase of twenty-five per cent. But the increase of circulation of monthly periodicals, which must include a very large proportion of magazines, was nearly fifty per cent in the same period according to the census. In other words, the monthly magazine is growing about twice as fast as the daily newspaper, though the latter is a necessity and the former to some

extent a luxury. However, the whole output of monthly periodicals of every character in 1905 was but 62,500,000 copies per issue, or about four to the statistical family, or less than one per capita, even counting such trade journals and other special publications as may take the monthly form of issue.

Now, the daily papers of this country circulate almost one and a third copies per statistical family per issue, and the Sunday papers about three copies to every four statistical families. A Sunday paper is twice as costly by the month as a ten-cent magazine and the cheapest daily paper costs as much as a high-grade magazine, or is equivalent to about three ten cent monthlies. Add to this bill for reading matter the 36,000,000 copies of weekly periodicals, and it is seen that the public consumption of magazines is still below the consumption of newspapers. Is there any reason why it should not be as great, or even greater?

The weekly periodical is the only one that shows any decrease (except the quarterlies, which really fall into bookish channels). From 1900 to 1905 the weeklies have dropped 3,000,000 circulation, a loss that seems to fall onto the country weekly as a consequence of competition of daily papers and magazines.

It is noteworthy, too, that magazine growth is found chiefly among the popular-price periodicals. The majority of new properties spring up in the ten- and fifteen-cent field, and there are found the great gains in circulation. There are few new magazines selling at twenty-five cents or upward, while hardly any of the standard ones in the high-price field are believed to have gained much circulation since the new era began. This is another proof that lower manufacturing cost governs the growth of the industry.

Demand for magazines is building new publishing centers. New York City is far and away the dominating point in the industry—thirty per cent of all the newspapers and periodicals in the

United States are issued in New York State. But Philadelphia, Boston and Chicago are secondary centers, and there is interesting activity on the Pacific Coast, and even in Southern cities like Atlanta.

Admitting that the magazine industry is one based on manufacturing cost: What have publishers accomplished in developing it on the manufacturing side?

Probably very little, compared with what might be accomplished. Dozens of properties were built up when the linotype, rotary press and photo-engraving came into use. But publishers merely took advantage of new conditions in manufacturing whereby their product could be turned out more cheaply. Having reached the ten-cent price they stuck at it until demand for larger magazines, better matter and pictures, has begun to crowd them, and now there is a universal movement toward increased prices. A very interesting phase of the industry is that nearly all have clung religiously to the old forms of magazine—either the so-called standard size or the large-paper size.

There are two exceptions to this statement, however. One is Mr. Munsey, who has frankly aimed at supplying bald reading matter, printed without pictures and at the lowest manufacturing and distributing cost. And Mr. Munsey makes so much money on a straightforward publishing basis, without revenue from advertising, that he is a unique figure in the industry. The other is Cyrus Curtis, who has abandoned conventional magazine forms in the *Saturday Evening Post* and worked toward furnishing as much reading matter of good quality as is found in a twenty-five cent magazine, marketing it at half the price any other publisher charges. And it is a question who is most successful in the magazine field—Mr. Curtis or Mr. Munsey.

Magazine publishing has, to some extent, fallen under the uncanny conservatism of the book publishing business, which manufactures a hard-cover novel for

about twenty-five cents, prints the traditional price of \$1.50 on the cover, and then tries to sell it for ninety-eight cents, utterly ignoring the huge demand for bulk reading matter that the paper-novel publishers supply year after year on a straight manufacturing basis.

Twenty years ago an author sent a novel around to the publishers, but failed to find one that would accept it. So he published it himself in paper covers at fifty cents a copy. That novel is selling yet, and its dramatized version still occupies the stage. The author made a fortune of succeeding works on the same basis, though he started long before the linotype and the rotary. He died the other day, well-to-do. His name was Archibald Claverling Gunter.

Within the past year or two some enterprising publishers, animated by paper-novel principles instead of the staid traditions of the book publishing business, have brought out fifty-cent hard-cover editions of copyright works. Their product is found on every news-stand, where people can get hold of it, and the people do get hold because they can afford to buy novels at fifty cents, and because they are usually able and willing to read a good deal more than they could afford to buy at the book trade's traditional prices.

The magazine industry distinctly has a future on the manufacturing basis. It has not been developed at all on this side, but still clings to a lot of sentimental and bookish conditions that were laid down when the most widely-circulated periodicals ran up to no more than 10,000 copies. These traditions have resulted in an assortment of so-called high-class magazines that are smug and often dull, while the attempt to make the smug, dull magazine popular has brought into the field cheaper monthlies and weeklies that fall below the real public taste in an attempt to hit it. Tradition, too, keeps the monthlies bunched in hot competition in the two latter weeks of each month, while the public is hunting for some-

thing to read from the first to the fifteenth.

Robert Bonner understood that a periodical like the *New York Ledger* rested entirely on a manufacturing and distribution basis, and made a cheap weekly story sheet, put it everywhere at six cents a copy, and advertised it by novel methods. *Peck's Sun* achieved a tremendous sale on the same basis, long before the present magazine era began. These publications to-day, printed on better paper, and embellished with the good pictures that are now possible, would bring more profit at five cents than any of the standard-size fifteen-centers. They would sell four copies to the monthly magazine's one, and cost less for distribution because they weigh less. They could now be sent out through a distributing organization of news-stands that was unknown in the days of Bonner and Peck. Instead of going along this line, however, present-day publishers are trying to get more money for a form of periodical that never was very much in its best days anyway.

When they get a good grip on fundamentals, the magazine industry will undoubtedly develop in a way to surpass even the past decade.

NEWSPAPERS AND OTHER MEDIUMS.

When I say "newspapers" I mean, of course, periodicals of all sorts as well—daily, weekly, semi-weekly, monthly and so forth.

For, it is a good deal true about the various species of journals and magazines, as General Sherman said to me once about cigars. "All cigars," he said, "are good, but some are better than others."

For advertising purposes, one particular medium may be excellent for one or more particular businesses or things while for others it may not serve to any considerable extent.

Dr. Holloway, the benevolent London physician of over fifty years ago, had the best perception of the fact that all papers and periodicals reach somebody—and

many bodies, indeed—whom he wished to address, and who would be sure to buy his remedies, of any advertiser I ever knew. He was as keen in business instinct as was P. T. Barnum.

As his medicine business prospered he increased his advertising, and as he increased his advertising his business prospered. It was a reciprocal performance.

So, over fifty years ago, he got so far along through his foresight and sagacity in telling people everywhere what he had to sell and what his pills would do, that he deliberately sought out every newspaper in the world to speak through.

It might be an insignificant folio in South Africa; it might be a cross roads Kentucky or Missouri, or Rocky Mountain sheet, that could not boast of over two hundred subscribers.

They were all the same. They reached homes where maladies entered and whose victims were eager for a cure.

No paper need to solicit Holloway. The publisher of it only need to mail him a copy of his sheet, and write to him that he had not yet found it, and the longed-for advertisement would come. In fact, one of the pleasantest letters the very small rural papers of the world were accustomed to receive was one from Dr. Holloway with his invariable One Pound Bank of England note.

The result justified the Doctor. He became a millionaire and left his money to charitable foundations in London. A good man at heart he was, and no doubt had a helpful remedy.

In his case all mediums were the right ones. But other advertisers, whose field is not as broad and universal as the planet, must figure closer. They must use the few places at first that they suspect from some psychologic suggestion, will hit the people who need their wares.

If there were only fixed rules that would show how to do this, then the advertising fund could not be misapplied.

But there are no fixed rules. The advertiser must try to imagine the nature of the particular constituencies the papers he considers represent. He must try, perhaps, and if no large results come he must try again.

The great mistake is in thoughtless plunging. One may get success in that way by accident or else valuable but expensive experience. When you have paid for this though, you may have got the worth of your money, and may have worldly wisdom to treasure or to sell.

TEACHES SALESMEN TO WRITE ADVERTISING.

Mr. J. W. Van Cleave, the president of the National Association of Manufacturers, was born on a farm in Kentucky and followed the plow when he was a boy. Now he is at the head of one of the largest stove manufacturing concerns in the Middle West. He believes in advertising, and, to develop this art among his customers, he has established a school in his main offices at St. Louis.

First of all, every one of his many salesmen must know how to write and place advertisements. If they do not know how when they are employed, they are taught. The salesman's plan is simply this:

When he sells a bill of goods to a customer, he asks him how much advertising he does. On being told, he asks to see the advertisements. In the smaller towns of the West the storekeepers are not experts in writing ads. The stove salesman, therefore, offers to write his advertisements for the whole year.

In nine cases out of ten, his offer is accepted. It is quite obvious that he will, in case of a general hardware advertisement, for example, put his stoves in a very conspicuous place. Hence the value of the system to Mr. Van Cleave. In case the storekeeper buys his goods by mail, he may obtain a series of advertisements for any kind of stock, written at the main office, and if he

wants to come to St. Louis and study himself he can do so free of expense.

The result of this free advertising education is a vast amount of advertising for the company that it would not otherwise have secured.—*Saturday Evening Post.*

The Exception to the Rule.

July is usually dull. Yet the circulation of THE CHICAGO RECORD-HERALD during July, 1907,

Daily exceeded 152,420
Sunday exceeded 220,131

a gain of more than 12,000 on the daily and of more than 22,000 on the Sunday over July, 1906.

THE
Chicago Record-Herald

The German Weekly
of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

The Des Moines Capital

is an Iowa newspaper for Iowa people. The distribution is State wide. A general advertiser who wishes to create a market in Iowa can do so successfully by using the CAPITAL. The CAPITAL, with respect to the character of its distribution, might be considered as an Iowa magazine. The CAPITAL is as essential to the State of Iowa as the Chicago Tribune to the State of Illinois.

Display rate, 5 cents a line; classified rate, 1 cent a word.

Eastern Representatives {O'MARA & ORMSBEE, Brunswick Bldg., New York.
{ELMER WILSON, 87 Washington St., Chicago.
LAFAYETTE YOUNG, Publisher.

ADVERTISING FOR PUBLIC BODIES.

AN ARTICLE FROM THE BRITISH VIEW POINT, BUT ADAPTABLE IN THIS COUNTRY.

The man who has never had personal proof of the efficacy of advertising is often apt to look upon an advocate of courageous advertising schemes as somewhat of a crank. "Oh, yes, I know soaps and breakfast foods are sold by good advertising, but my business is different," is the sum total of his arguments. Yet we, whose lives are surrounded with advertising in all its branches, can see possibilities for extension in almost every business.

To suggest that County Councils should advertise would be almost enough to suggest to some rate-ridden citizens that the writer was, or should be, an inmate of Colney Hatch, but where is the advertising man who could not see forceful arguments for such a scheme?

Ask anyone at 10 a. m. on a fine Saturday how he intends spending his afternoon, and the odds are long that he will express his ignorance of his own intentions, and when afternoon comes he wanders round, gets home a bit earlier than usual, and, as he expresses it, "just potters about."

If you had put a picture before him of bright, open country fields, long lanes, and lowing cattle, he would merely sigh and say he "could not afford week-ends in the country," yet he can get it all for a few coppers, but he does not know it.

Whetstone, with the Barnet hills and lanes; Chingford, with Epping Forest; Bexley and Shirley, with their open heaths all around; and many other places on the tram routes are within easy reach of many who love walking if they can once reach the open country.

But who goes to such places? Few but those living in the immediate vicinity, because they do not know what facilities for getting there really exist, and what attractions the districts can offer.

Now if the workers in the offices and warehouses were pealed to on a Friday or Saturday, would they not make more use of the trams? But the argument against such advertising expenditure is at first sight strong and sound. The fare is so small—about 3d. each way—that it apparently would not pay, for everyone knows that the cost of getting results is expensive. Each new passenger would have cost a large proportion of his fare in advertising before the trams collected it, and, in addition, it could be shown that the trams are already patronized on fine Saturdays and Sundays.

This is quite sound argument on the surface, but weak in the lower strata. It might—and probably would—cost 3d. to get a passenger to spend his first 6d., but would one trip suffice for him? It often costs a newspaper hundreds of pounds to get a few thousand new readers, but experience shows that when the figures are once brought up they can be kept up at small cost. And so it would be with trams.

Then again, when once the visitor gets enamored of a district, he seeks, sooner or later, to make his home there, and so many would become daily patrons of the trams.

But as for the trams being always full, any casual observer can see dozens of would-be passengers turned away at one corner, and a hundred yards further on see the same car with seats to spare. The penny section passenger has kept off the passenger who would have paid for the whole journey.

The man who responded to the advertising would have taken his seat at the starting point and paid for it right through. Would that not pay better than the full-at-one-point and empty-at-another system?

But the advertising proposal does not merely apply to trams, it includes municipal baths, wash-houses, electric lighting and heating, and even the Thames steam-boats. Who is prepared to say that even the much abused steam-boat service could have been

made to pay by judicious advertising? Neither does it apply merely to the London County Council, but to all councils and public bodies throughout the Kingdom which have any business enterprises needing the support of the paying public.

What are the benefits of a Turkish or Russian bath?

When should they be indulged in?

What do they cost?

These and other questions surge to the front as soon as the Camberwell or other County Council baths are thought of.

"But," argues the opponent to such suggestion, "these were not put up for profit, and could not be expected to pay."

Without going into the question of municipal trading, the answer is that, in any case, interest on capital and upkeep are the chief expenses, and advertising could be made to, at all events, increase the earning capacity of existing municipal enterprises.

Also, if such places were erected merely for the benefit of the ratepayers, steps should be taken to let ratepayers know what is available for their use.

It would be outside the province of an article like this to suggest what amount should be spent, or how it should be laid out. That would require the careful thought of the best advertising expert the Council could procure, but to the advertising man, the present outlay appears only to be in the nature of waste.

What amount of good the few notices that are posted in public places do, is infinitesimal, as also is the value of the few lamp-post signs concerning the Council price for electric current, but having acknowledged the utility of advertising to the limited extent they have done, the present writer considers it incumbent on the Council and other bodies concerned to call in an expert, and discuss a bold advertising scheme.—*Advertising World (London).*

FRESHNESS and buoyancy, imagination and idealism have dollar and cent values which an advertising man chained to a single task can seldom produce.—*Seth Brown.*



For only \$1.00 you can insert a 20-word advertisement that will be presented to seven hundred and fifty thousand readers in the 5 cents a word classified service of **The National Farmer.**

This pioneer agricultural monthly has 157,629 substantial circulation of 30 years' growth scattered from Maine to California.

For copy of paper and further information address Adv. Dept.,

• The National Farmer

Augusta, Maine.

FRANK H. THOMAS

FRED H. OWEN

Chicago Office

New York Office

1635 Marquette Bldg.

1105 Flatiron Bldg.

PLUNGED ON DEMONSTRATORS.

Ten "Gibson girls" used by the Dean Heat Distributor Company of Allentown, Pa., as advertising demonstrators have put that concern in the hands of a receiver. Dr. R. Kline, president of the company, as well as of the Kline Hardware Company of Allentown, specifically urges this point in his petition: "They employed Gibson girls to exploit the business, and these were paid excessive wages."

J. L. McCaskey, manager of the branch office in Philadelphia, says he went through a terrible siege to get ten "Gibson girls" who would come up to the mark. He says they only cost \$900 in six weeks.

"They were to show by their beautiful appearance," he said, "that the cooking range made by the concern wouldn't spoil the fairest complexion. When I turned my force of demonstrators out they had been carefully picked over and were the distilled sweetness and beauty of Chestnut street."

"That was one trouble, because, not being professionals, and having gone into it merely because my rigid examination unmistakably branded them as beauties and precluded any further doubt as to their style, they got tired at the end of the first week or so and quit. I had to keep impinging new sets all the time, and this cost money. Then the president put in his petition."—*New York Sun.*

THE "DIGGER" IN DEPARTMENT STORE ADVERTISING.

"Can you dig?" is the first question one of the prominent department store advertising managers asks applicants for positions.

There is a deal of real meat in this question too—it is really bringing the middle of an ordinary interview up to the fore and dispensing with considerable introductory talk.

To know how to "dig" is one of the most valuable attributes an advertising writer can possibly own.

No matter how fluent a writer he may be, or how clever his "guff," sixty per cent of his worth is lost if he hasn't the ability to "dig."

By "digging" I mean getting down to bed rock on essential facts of the merchandise to be advertised.

When a buyer sends his copy to the advertising department it usually very meagre.

For instance, the cloak and suit buyer will send up something like the following:

"Greatest Sale ever known. First-class goods, in latest styles—best values in the city at unheard of prices. \$1.39 for \$2.50 Women's Suits. Beautiful coat and skirt. Best bargains in the city."

Now the advertising writer must evolve a cracker-jack ad from such a description, and if he doesn't turn out one that pays, and pays well, he had better steer clear of that cloak and suit buyer.

The right sort of an advertising man won't accept such copy, and here is where his ability to "dig" comes in. If he is a good "digger" he'll go see the buyer and literally pump him dry. He should start off something like this:

"Let's see those suits."

"Sure they're the best I ever had for the price—get up a good ad on them and give me plenty of space."

"What style jacket is that?"

"Latest style Pony and Eton's."

"And the collar?"

"All lace embroidered, hand sewn, fine stuff with good quality of stiffening. No danger of them getting out of shape."

"That's a pretty good skirt, isn't it?"

"Well you just bet your life—why man look how full it is, just get on to the swell hang (holding skirt up) and see that hem? Well you won't see a deep one like that on any \$1.39 skirt you'll buy in any other store."

"What are those rumples in the skirt?"

"Why man, that's plaiting and it's the finest ever, too. Look at that (stretching skirt) some goods there, ain't there?"

"Well say, how did you get this lot?"

"Ha! Ha! Well say, you know old man B— of S—'s, well he came over the other day and said he was afraid he'd have to let out about half-dozen of his help until fall, as there wasn't enough work for them on hand. Then he piped up and said, 'Say can't I make up a bunch of suits for you? I'll give them to you at cost just to keep those fellows at work. If I once let them go I will never get them back and I'll be short-handed this fall.' Well I patched up an agreement with him for 1,000 suits and here they are. The kind he makes to sell for \$2.50 but I got them for \$—. Big bargains, eh?" Off goes our friend Mr. Digger and turns out an ad something like this:

WONDERFUL UNDERPRICING IN WOMEN'S SUITS.

We made a fine stroke of business last week and we are going to give our customers the full benefit. One of the best suit makers in New York made us an offer to make 1,000 Women's Summer Suits for us at cost just to keep his force together during the slow months. His work is so excellent that we jumped at the chance and to-morrow you'll find all these suits on sale below any you have bought before of the same good quality and excellent finish.

First—Women's \$2.50 Suits \$1.39.

They are in the very latest models. Pony and Eton Jackets, lace embroidered collars with a special stiffening that makes them retain their shape indefinitely. The skirt is a beautiful plaited model, very full with deep hem at the foot. A wonderful bargain at to-morrow's price of \$1.39.

That advertisement sells the goods and the cloak and suit

buyer comes up with bright smiles and says, "Great day to-day—all those suits gone. I ought to get a raise on that deal. Well good-bye, got a date on for to-night." Not a word about the advertising. Never mind, you get used to thankless work. Of course the goods were bang-up but I wonder how many of those suits the department would have sold if Mr. Digger had been satisfied with the buyer's copy. Few I'll warrant. It's hard and seemingly thankless work to do such hard digging, but the sales sheet will show the difference at the end of the year and Mr. Digger will come in for his share of the good things from the head of the store.

Dig, Mr. Advertising Man,
Dig.

H. K. STROUD.

A PARISIAN DEPARTMENT STORE OPENING.

Writing from Paris, France, to the *Harbardash*, a correspondent gives the following account of a department store opening in that city, the original home of the institution:

In all my life I never saw so many people in a store. Macy's or Siegel-Cooper's, with the biggest crowd they ever had, would be a drop in the market compared with them. My estimate is that at no time to-day did they have less than 100,000 people in the store. I saw the store with hundreds of mechanics working. They did so all day Sunday and Sunday night, on the announcement that the place would be opened Monday.

The store is situated near the Opera House, at the intersection of six streets. I tried to get in to-day at ten o'clock and failed. The crowd was so big that traffic was entirely stopped at these streets. I remember the Siegel-Cooper opening and its big crowds, but it was only a side show in comparison. They sold goods on the sidewalk, which is about twenty-five feet wide. When I say they had 200 clerks on the sidewalk I think I am below the mark. They had tables of every conceivable thing there—dress goods, silks, muslin underwear, corsets, jewelry, hosiery, wash goods, linens, white spreads, blankets, notions, flowers and feathers, hats, millinery trimmings, laces, house furnishings, china, shoes—everything you could think of, and with the vast number of clerks there were not half enough. A cashier stood at each table with a 20-inch leather bag hanging in front from a strap around his neck and make change from that. The entire sidewalks on three sides and the middle of the street were blocked, and people fighting each other for the goods. I supposed all the business was outside and none inside.

At half-past two, after I had lunch,



No matter how sincere your assertion of quality may be, the lack of it in the make-up of your catalogue will weaken your claim.

Our ability to do the finer things in catalogue work should make us of value to you.

The standard of The Imprinters means something to those who have a standard to maintain.

American Bank Note Company

86 Trinity Place, New York

I determined I must get inside. I got in the crowd pushing for the doors, and in about half an hour I was landed inside. Ten men were at each door trying to keep people out, passing them out at one side and in at another. There were four stairs, very wide, much wider than ours, and elevators refused to take anybody up, but did their best to bring people down, and with that the stairs were crowded like Madison Square Garden at a political meeting. I got on the stairs and went up with the crowd. I determined to go to the top and walk back, taking in each floor. When at the top we were led out on the roof, about 500 feet by 200, a concrete floor, beautifully decorated with flowers and plants, a band of music and cane-bottomed chairs, about 1,000 I think. There were at least about 5,000 people on the roof viewing a beautiful panorama of the city. I came down on the fifth or top floor, the china, house furnishings, lamps and upholstery department, packed with people every inch. So was each floor down. While clerks were very thick there were not half enough on any floor. All the stocks were on the third floor, also shoes, underwear and corsets—thousands of people there, not hundreds—silks, dress goods, wash goods linens and household goods on second floor. There must have been over 100 men in the department. Laces and all small stocks were on the ground floor. Garments and trimmed millinery, fourth floor. It was a business I shall never forget.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an (X).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,228.

CALIFORNIA.

Oakland. Herald. Average 1906, 19,667; July 1907, 28,819. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 53c. Average circulation seven months ending July, 1907, 91,428. Home Offices, Flood Building.

COLORADO.

Denver Post. Circulation—Daily 59,674. Sunday 84,411. The figures Tell RESULTS.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,268.

Bridgeport. Morning Telegram, daily. Average for July, 1907, sworn 11,195. You can cover Bridgeport by using Telegram only. Rate, 15c. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,734.

Meriden. Morning Record and Republican. Daily average for 1906, 7,578; 1906, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1905, 8,626; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; aver. for July 6,874. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 3,200. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; June, 1907, 7,259.

Waterbury. Republican, dy. Aver. for 1905, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 25,577 (©©).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1906, 9,432. Mar. '07, 10,000. E. Katz, Sp. Agt., N. Y.

IDAHO.

Boise. Evening Capital News, d'y. Aver. 1906, 4,808; average, July, 1907, 6,188.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; 1906, 6,454.

Chicago. Citizen. Daily average for 1906, 1,477.

Chicago. Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017 (©©).

Chicago. Breeders' Gazette, w'y.; \$2.00. Aver. circulation for year 1906, 70,000.

Chicago. Dental Review, monthly. Actual average for 1906, 8,702; for 1906, 4,001.

Chicago. Examiner. Average for 1906, 649,846 Sunday, 172,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago. Journal Amer. Med. Ass'n, weekly. Average six mos., Jan. to July, 1907, 51,210.



¶ No use now trying to cover Syracuse without the JOURNAL.

¶ Largest local circulation, and reaches the buying classes. Only 1 cent paper in the city.

¶ You lose $\frac{1}{2}$ the field when you omit the JOURNAL from the list.

¶ 22,000 daily circulation, nearly all of which is in Syracuse or environs.

SMITH & THOMPSON,
Foreign Advertising Representatives,
BRUNSWICK BUILDING, NEW YORK.
TRIBUNE BUILDING, CHICAGO.

The New Orleans ITEM

carries more local advertising than any New Orleans newspaper. The ITEM's total circulation is larger than any New Orleans newspaper, and its city circulation is larger than any two newspapers combined.

The Association of American Advertisers' report shows that three-fourths of its circulation is delivered by carrier, proving its quality and character.

Smith & Thompson,
Foreign Advertising Representatives,
Brunswick Building, Tribune Building,
NEW YORK. CHICAGO.

These Guarantees can be made part of any contract in the Memphis Commercial Appeal.

The Memphis Commercial Appeal's total daily net paid circulation is 60% more than any other Memphis newspaper.

The Commercial Appeal's total Sunday net paid circulation is over 100% more than any other Memphis newspaper.

The Commercial Appeal's net paid city circulation is 25% more than any other Memphis newspaper.

The Commercial Appeal's net paid city circulation, delivered into the homes by carriers, is 50% more than any other Memphis newspaper.

The Commercial Appeal's Sunday net paid city circulation is 55% more than any other Memphis newspaper.

The Commercial Appeal's Sunday city circulation is equal to the total city and 61% of the country circulation of any other Memphis newspaper.

97% of its city circulation is delivered into the homes by carriers.

The Commercial Appeal is the only Memphis paper making public the circulation report of the Association of American Advertisers.

SMITH & THOMPSON,
Foreign Advertising Representatives,
Brunswick Bldg., Tribune Bldg.,
New York City. Chicago.

¶ The Buffalo EVENING NEWS for the past three months carried the advertising of 578 more local store advertisers than its nearest competitor.


¶ During the same period THE NEWS carried 779 more columns, or 234,479 agate lines of local Display.

¶ THE NEWS' supremacy in its field outranks any one 3 to 1, and any two combined, both as to circulation and advertising.

¶ Net circulation first six months of 1907, 96,047 daily.

SMITH & THOMPSON,
Foreign Advertising Representatives,
BRUNSWICK BLDG., TRIBUNE BLDG.,
NEW YORK. CHICAGO.

Chicago, Record-Herald. Average 1906, daily 141,746; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.


Evansville, Journal-News. Av. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av., 174,581. Now 300,000 4 times a mo., 76c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. Sworn average net paid circulation for five months ending, May 31, 1907, 5,316. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, June, 1907, 9,580. Absolutely best in South Bend.

INDIAN TERRITORY.

Ardmore, Ardmoreite. daily. Average for 1906, 2,445.

Muskogee, Times Democrat. 1905, average 2,581; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye. daily. Aver. 1906, 8,764. "All paid in advance."

Davenport, Times. Daily aver. May, 18,098. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Aver. circulation 1st 6 mos. '07, 80,196.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 52,128.

Sioux City, Journal. Daily average for 1st 6 months, 1907, sworn, 28,904. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn dy. aver. (returns deducted) 1st 6 mos. 1907, 31,122. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World. evening and weekly. Copies printed, 1906, daily, 8,774; weekly, 8,084. The Lawrence DAILY WORLD has a larger circulation in Lawrence than any other paper, and has more paid subscribers on the rural routes than all other dailies combined. Average for 1907, 4,300. Only eight dailies in Kansas have a larger circulation.

KENTUCKY.

Lexington, Leader. Av. '06, evg. 5,157. Sun., 6,795; Jan., '07, 5,356. Sp. 6,391. E. Katz, S. A.

Owensboro, Messenger. Daily aver. six mos. ending June 30, '07, 8,565; aver. June, 8,780.

MAINE.

Augusta, Comfort. mo. W. H. Gannett, pub. Actual average for 1906, 1,371,982.

Augusta, Kennebec Journal. dy. and wy. Average daily, 1906, 7,656.

Augusta, Maine Farmer. w'kly. Guaranteed 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,573.


Phillips, Maine Woods and Woodsman. weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,506. Sunday Telegram, 8,941.

MARYLAND.

Baltimore, American. dy. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News. daily. Evening News Publishing Company. Average 1905, 69,814. For July, 1907, 74,407.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe. Average 1906, daily, 182,956. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.





BOSTON POST

Average for March, 1907. Boston Daily Post, 240,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 234,184, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autoplant. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

★ The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Holyoke, Transcript, daily. Act. av. for year ending May, 1906, 7,559; 3 mos. '07, 7,542.

Lynn, Evening Item. Daily sworn av. year 1906, 15,948; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Woburn, News, evening and weekly. Daily av. net paid av. March, 1,528. W'kly, 1,451.

Worcester, Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,504; March, 1907, 15,748. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (C). Paid average for 1906, 4,252.

MICHIGAN.

★ Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,736.

★ Jackson, Patriot. Average June, 1907, 7,971; Sunday, 8,681. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily, Sunday. Average 1906, 14,597; June, 1907, 14,789.

Saginaw, Evening News, daily. Average for 1906, 19,964; July, 1907, 20,455.

Tecumseh, Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Avar. for 1906, 37,826.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1906, 87,182; over- average for 1906, 100,346; 1 mos., 1907, 104,100.

★ The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitable.

★ Minneapolis, Journal. Daily and Sunday (C). In 1906 average daily circulation, 74,054. Daily average circulation for July, 1907, 74,987. Average Sunday circulation for July, 1907, 71,270. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Paten. Swan J. Turnblad, pub. 1906, 52,010.

★ CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul, Pioneer Press. Net average circulation for January—daily 55,502. Sunday 32,485.

★ The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald, Av. May, 4,518 (Sat. 5,200). Best outside Twin Cities & Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Apr., 1907, 17,245. E. Katz, special agent, N. Y.

Kansas City, Journal. Circ'n, 275,000, 266,555. Weekly—display and classified, 49 cents a line, Sat; 70.00 Daily and Sunday—display, 12¢; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

St. Joseph, News and Press. Circulation 1906, 86,079. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (C). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1906, 141,829.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester, Union. Av. 1906, 16,756, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,571.

NEW JERSEY

Asbury Park, Press, 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday 52,486. Sworn statement. Circulation books open.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of July, 1907:

1.....	239,308	17.....	239,842
2.....	235,683	18.....	182,593
3.....	235,299	19.....	239,478
4.....	Holiday	20.....	214,746
5.....	232,565	21.....	Sunday
6.....	230,667	22.....	235,566
7.....	Sunday	23.....	232,405
8.....	234,607	24.....	231,303
9.....	232,871	25.....	230,493
10.....	236,650	26.....	230,484
11.....	233,196	27.....	218,037
12.....	232,906	28.....	Sunday
13.....	218,166	29.....	230,485
14.....	Sunday	30.....	235,012
15.....	232,729	31.....	232,063
16.....	228,050		

Total for 26 days, 5,955,542 copies.

NET AVERAGE FOR JULY:

229,059 copies a day

"The Bulletin's" circulation figures are net; all damaged, unused, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia, Motor Print, mo.

Copies printed, 25,233 average each issue, for year ending February, 1907. An independent periodical for all who use motor vehicles of any class. Enjoys the largest paid circulation among registered owners of motor crafts of any publication.

Philadelphia. The Press is Philadelphia's Great Home News paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,865.

Seranton, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,112 (sworn).

Providence. Daily Journal. 18,051 (©©), Sunday, 21,846. (©©). Evening Bulletin 24,620 average 1906. Providence Journal Co. pub.

Providence. Tribune. Morning 10,341. Evening 11,118; Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual day average for 1906, 4,474. December, 1906, 4,755.

Columbia, State. Actual average for 1906, daily (©©), 11,387 copies; semi-weekly, 2,623; Sunday (©©), 1906, 12,228. Actual average for first six months, 1907, daily (©©), 12,940, Sunday (©©) 18,769.

Spartanburg, Herald. Actual average for first five months, 1907, 2,529.

TENNESSEE.

Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 18,692. Daily average last 3 months 1906, 18,247.

Memphis, Commercial Appeal. daily, Sunday, weekly. First six months 1907 av. 1. Dy., 21,780; Sunday, 61,485; weekly, 81,212. Smith & Thompson, Representatives, N.Y. and Chicago.

Nashville, Banner. daily. Aver. for year 1906, 81,455; Jan. 1907, 88,288; Feb. 1907, 87,271.

TEXAS.

El Paso, Herald. May, av., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1906, 2,527; 1906, 4,118.

Bennington, Banner. daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus. daily. Actual average for 1906, 8,280 copies per issue.

Rutland, Herald. Average 1904, 7,527. Average 1906, 4,286. Average 1906, 4,677.

St. Albans, Messenger. daily. Actual average for 1906, 5,051; for 1906, 8,588 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,867. July, 1907, 2,782. Largest circ'n. Only eve'g paper.

Richmond, So. Tob. and Modern Farmer. mo. Average for first 6 mos. of 1907, 14,425.

Winchester, Evening Star. Average June sworn daily, 8,826. Only daily paper.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Av., for July, 1907, net-Sunday 48,789; Daily, 84,360; week day 82,855. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Seattle, The Daily and Sunday Times leads all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1st 6 mos 1907. Its nearest rival was beaten by over 134,491 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for June, 1907, were Morning and Evening 58,997. Sunday 64,681. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte, W. Va. News, wy. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

Janeville, Gazette, d'ly and s-w'y. Circ'n 1st 3 mos. 1907, daily 3,598; semi-weekly 2,552.

Madison, State Journal, d'y. Average 1906, 2,602; Jan., Feb., Mar., 1907, 4,854; Apr., 5,106.

Marshfield Times, weekly. 1906 average, 2,199. Largest circulation in Wood Co.

Milwaukee, The Journal, evening; independent. Average 6 mos. 1907, 51,431. Biggest gain over 1906 daily, 7,859. Highest in history of paper. Paid city circulation alone greater than total paid of any other Milwaukee daily on Sunday.

Milwaukee, Evening Wisconsin, d'y. Av. 1906, 28,459. Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 31,126. Larger circulation in Wisconsin than any other paper. Adv. \$5.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1906, 5,126; semi-weekly, 5,898.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 16,161; July, 1907, 18,541. H. LeClerq, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 84,559; daily July, 1907, 87,517, wy. av. for mo. of June, 28,887.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 66c. inch.

Winnipeg, Telegram. Average 6 mos. 1907 22,961. Weekly av. 19,586. Flat rate, 3½c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 1,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 56c. per inch, flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1906, daily, 96,771; 1906, 100,087; weekly, 49,992.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©). Carries double the number of WANT ADS of any other paper. Rate-1c. a word.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

TERRE HAUTE TRIBUNE. Goes into 32 per cent of the homes of Terre Haute.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During the last seven months the INDIANAPOLIS STAR carried 383.17 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1401.76 columns over the corresponding months of last year. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper, carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thly rate \$1.25 nonp. line, dy. & Sy.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



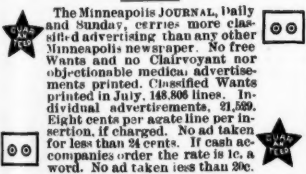
THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was \$21,459 more than any other Boston paper carried for the year 1906.



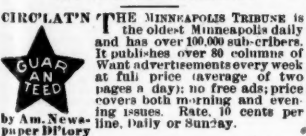
30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medium advertisements printed. Classified Wants printed in July, 148,806 lines. Individual advertisements, 21,559. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash no companies over the rate is 1c. a word. No ad taken less than 20c.



CIRCULATION THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 20,479. Publishes more wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TEL-GRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates one cent per word per day, or four cents per word per week.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,366.

BAKERS' HELPER (◎◎). Chicago, our "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average first six mos. 1907, 7,855 (◎◎); wj., 17,705 (◎◎). Maine's great newspaper.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sale in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—A technical journal of character and standing.—Times, N. Y.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Rescues the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 20,791 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 233 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Press, for 1906, 100,248; The Sunday Press, 137,865.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE FREE PRESS (◎◎), London, Ont. Morning, Noon, Evening. Circulation over 18,000 daily.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 18,558, flat rate.

YOUR LIST IS INCOMPLETE

WITHOUT



It has a field and influence peculiarly its own that cannot be reached in any other medium.

Its readers are men of known standing in every walk of life.

They have the means to buy if *you create the inclination.*

60 YEARS SUCCESSFUL RECORD.

Here is a characteristic letter :

"Out of about twenty of the leading magazines it is conspicuous for having given us the best results for a large percentage."

We can give you some mighty interesting details of its value for *your* proposition.

MUNN & CO.,

361 Broadway, New York City

Established 1845.

See list opposite page.

ADS ON MILK-BOTTLE CAPS.

The B. & H. Creamery Company of our city supplies three thousand five hundred customers with milk daily. The milk is delivered in glass bottles which are sealed by inserting a round cardboard cap two inches in diameter within the mouth of each bottle. The caps are discarded by the customers when the bottles are opened for use, so that three thousand five hundred new caps are required by the company each day. As an employee of the company I superintend the bottling and delivery of all the milk. This position afforded me an opportunity to carry out an idea I had conceived of using the cardboard caps for advertising purposes.

I made known my plan to the manager of our company and offered to furnish the company with caps free of charge if he would allow me to print advertising matter on that side of the cap exposed in the mouth of the bottle. He accepted by proposition, with the understanding that I should see to it that all caps were inserted right side up so that printer's ink should not come in contact with the milk.

I then solicited advertising at noon and after work-hours. Advertisers were easily convinced as to the value of the advertising proposed. The clever ads that are carried into three thousand homes each day never fail to catch the eye of the housewife as she unseals the bottle for use. My plan has been liberally patronized, especially by those advertisers who depend largely on the patronage of women.

I receive one dollar per thousand for advertising caps. The twenty-five thousand caps per week used by the company bring me twenty-five dollars from the advertiser. I pay ten dollars per week for caps and printing, leaving me a net profit of fifteen dollars a week—an income equal to the pay I receive from the company.—H. C. L. in *Saturday Evening Post*.

AT REGULAR RATES.

Miss Matilda Owens hung on the arm of the editor of the *Lanceville Bugle*, to whom she had been engaged for three years, and endeavored to turn his gaze toward the sky.

"Just notice the moon, William!" she said, in a melting voice.

"At the usual rates, Matilda, I shall be happy to do so," he replied.—*Youth's Companion*.

ADVERTISING space that is really worth anything at all is far too expensive to be used as a knocker's scheme. Talk business—your business. The other fellow may have shortcomings—many of them—but leave it to the dear reader to find out for himself. He will appreciate them more.—*Western Monthly*.

WHEN I see "a-best-in-the-world" ad I think of the truth of the saying of the immortal bard: "Thou dost protest too much."—*Progressive Advertising, London*.

1907 EDITION—NOV Y F

Indispensable to B B

No Business House Dealing New Without Rowell's American Newspaper Directory

TO THE BUYER of advertising space in newspapers, either upon a national scale or in a single State, as well as to the advertiser in a group of magazines, trade journals or class publications of any character whatsoever, the latest edition of Rowell's American Newspaper Directory is a daily working guide that cannot be dispensed with.

It is an authoritative gazetteer of the 22,898 newspapers and periodicals in the United States and British North America, arranged alphabetically by States and Cities. Population, area and boundaries of each State are given, with a list of its cities ranged according to numerical importance, and a summary of all its periodicals, revised to March 30, 1907. Every place in each State where a newspaper or other periodical is published is given in its alphabetical order, with postoffice name, population, geographical location, chief industries, leading railroads, nearest city or county seat, and a complete list of publications issued. The names of the latter are given, with date of publication and frequency of issue, politics and general character, form, size and number of pages, subscription price, year of establishment, editors' and publishers' names, correct street address, and a record of copies printed for a period ranging from the past five to fifteen years. The latest circulation rating is given in figures where the publisher has supplied information concerning same, or is estimated where such information has not been forthcoming.

It gives a separate list of all periodicals having more than 1,000 circulation, and of all newspapers having a Sunday issue.

It gives a separate list of all Religious Journals, grouped according to denomination and geographical location.

It gives a separate list of all Agricultural Journals, according to subject treated, such as General Agriculture, Live Stock, Horticulture, Floriculture, Dairying, etc., arranged geographically.

It gives separate lists of all Medical, Legal, Architectural, Scientific and Professional Journals, grouped according to specialties and arranged geographically.

It gives separate lists of all publications in Foreign Languages, arranged lingually and geographically; and of all publications devoted to subjects such as Education, Household, Children, Art, Music, Literature, Drama, Sports, Society, History, Biography, Sanitation, Army and Navy, Temperance, etc.

It gives separate geographical lists of all publications issued by Labor, Fraternal, College and similar organizations.

It gives separate lists of publications devoted to Commerce and Finance, Insurance, Exporting, Manufacturing, Merchandizing, Mining, Engineering, Railroadings, Real Estate, etc.

It gives separate lists of all journals devoted to special departments of Industry and Business, such as Textiles, Drugs and Chemicals, Electricity, Furniture, Hardware, Leather, Shoes, Jewelry and Watchmaking, Paper, Printing, Photography, Milling, Provisions, Groceries, Plumbing, Heating, Tobacco, Hotels, etc.

—NOW FOR DELIVERY.

B Buyer and Seller.

ng Newspapers Can Afford To Be America Newspaper Directory.

It gives statistical tables showing the number of daily, tri-weekly, semi-weekly, weekly, tri-monthly, bi-weekly, semi-monthly, monthly, semi-quarterly, bi-monthly and quarterly publications issued in each State and Territory.

Rowell's American Newspaper Directory is the oldest work of its kind in the world, its establishment dating from 1869. It was the first. During its thirty-nine years of publication it has been the most accurate, complete and impartial. It is the only Newspaper Directory in the world that has steadily maintained a standard definition of circulation, and is now the only one published independently as a reference work pure and simple, free of all business connections with advertising agencies, publishers and commercial interests whatsoever. In no other place can an advertiser, advertising manager or advertising agent get access to so vast and accurate a body of information about American newspapers and newspaper circulation; and it is difficult to conceive of any general or special information about the periodicals of the United States and Canada that may not be instantly found in this book of over 1,500 pages.

TO THE SELLER of anything purchased by publishers of newspapers, magazines or class journals, whether he be a manufacturer of perfecting presses or an author seeking to dispose of a manuscript, the 1907 edition of Rowell's American Newspaper Directory is a **complete mailing list** of the entire American periodical press, revised to March 30, 1907. Its exhaustive grouping and classification makes it possible to reach, by correct name and address, the publishers of any State, Territory or Province, any County, or any group of publications devoted to a Profession, Religious Denomination, Political Party or Finished Commodity, Professional or Technical Subject, Social or Fraternal Organization, Foreign Language or Special Interest whatsoever.

Its circulation ratings and detailed information enable any one using the work for trade-seeking purposes to form accurate estimates of the importance and standing of any desired group of periodicals; and the book, as a whole, with its many indexes and subdivisions, gives access to the American Press not to be obtained elsewhere, so completely and readily, by any means or at any cost.

Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.

The Printers' Ink Publishing Company,
10 Spruce Street, New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Beckman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.

Treasurer, GEORGE P. ROWELL,
10 Spruce St., New York City.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 30 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, Aug. 21, 1907.

SELLERS of goods that are wanted only for a brief season should tell their story early and often.

UNPRICED goods that are in the show-window miss an advantage. The marked low prices invite buyers.

THE American people want to know about everything; it's a part of their intelligence. An advertisement tells them about some one thing—tells them satisfactorily, if it's right. Then they want that thing.

THE foremost advertising virtue is persistent repetition. One can no more make a single effort, however large, serve for a year's publicity, than he could get physical nourishment, for a like time, from a single dinner.

IN Maine, the *Portland Express* has the largest daily circulation in the state, and the *Bangor Commercial* the largest daily and weekly combined circulation.

THE American Newspaper Publishers Association has recently compiled for the use of its members a revised list of general newspaper advertisers, arranged according to geographical location. The agents handling the accounts are given, as well as the names of the advertising managers in cases where contracts are placed direct.

Publishers The Western Pennsylvania Associated Dailies Organize.

was organized last month at Pittsburg. The following officers were elected: President, C. L. Slough, *New Castle Herald*; John L. Stewart, *Washington Observer and Reporter*, secretary and treasurer. Committees were

named as follows: Constitution and by-laws—R. P. Habgood, *Bradford Star*; A. C. Dickinson, *Sharon Telegraph*; John L. Morrison, *Greenville Advance Argus*; organization and programme—H. P. Snyder, *Connellsville Courier*; John H. Telford, *Beaver Falls Tribune*; Harry Step, *Altoona Mirror*; and M. D. Pryce, *Connellsville News*. The next meeting will be held in Pittsburg some time during the latter part of September. Those who attended the preliminary meeting were: H. P. Snyder, *Connellsville Courier*; R. P. Habgood, *Bradford Star*; A. C. Dickinson, *Sharon Telegraph*; John H. Telford, *Beaver Falls Tribune*; C. L. Slough, *New Castle Herald*; M. D. Pryce, *Connellsville News*; J. J. Driscoll, *Connellsville Courier*; Harry Step, *Altoona Mirror*; and John L. Stewart, *Washington Observer and Reporter*. The object of the organization is to unite all the daily newspapers of Western Pennsylvania into an association for co-operation along business lines and to further the newspaper publishing interests of the inland dailies in this part of the State.

THE New London, Conn., *Day* has been elected to membership in the American Newspaper Publishers' Association.

Sunset Magazine, which was printing in the neighborhood of 60,000 copies monthly a year ago, put out an issue of 102,000 copies in July, 1907.

THE *Breeders' Gazette* of Chicago printed an average of 73,481 copies each issue during the first six months of 1907, a gain of 4,366 over the corresponding period of 1906.

A HANDSOME photogravure 22x28 inches was given out as a supplement to the Montreal *Star* recently. The picture represented children at play and the title was "The Tug of War."

THE Milwaukee *Sentinel* has recently put out an attractive card showing an advertising gain for June, 1907 over June of last year. The picture of a rabbit, with her numerous brood, is typical of the increase.

DAN. A. CARROLL, Special Representative, has moved from Room 1433, Tribune Building, to larger quarters on the 10th floor of the same building. He has leased a suite of three offices and is now located in rooms 1011, 1012 and 1032.

COMMENCING September first, the *Gleaner*, Detroit, Mich., will be published on the first and fifteenth of the month, and the subscription price will be changed to 50 cents a year. At present the *Gleaner* is a monthly, and the subscription price is twenty-five cents a year.

THE edition of the Ottawa *Free Press* for July 27 was a Home Comers' Welcome number. The publishers assert that it was the most elaborate edition ever printed in the city, and that it contained more historic matter upon the capital of Canada than had ever before been printed under one cover.

ABOUT the middle of September the Vancouver, B. C., *Province* will issue a special edition of 72 pages, entitled "The Land of Opportunity."

THE Louisville, Ky., *Evening Post* sends out a detailed statement of copies printed during the first six months of 1907, showing a gain of 6,663 over the previous six months.

THE *American Business Man* is the name of a new magazine to be published in Chicago beginning in September. The publishers are William H. Wilson and Robert John.

ALBERT W. FELL, manager of the Watertown (N. Y.) *Daily Standard* since August, 1906, has resigned because of ill health. He has been succeeded by Harry H. Knickerbocker, who resigned the business management of the Matteawan (N. Y.) *Journal* to join the Watertown *Standard* force.

THE Morden Land and Loan Co., of Des Moines, recently closed a deal for the sale of 52,000 acres of Wyoming lands to a single purchaser in Illinois, through an advertisement in the *Pierce Weeklies*. The profits on this land were one dollar per acre, or \$52,000 on the transaction.

PLANS for the fiftieth anniversary number of the *Atlantic*, to be issued in November, include articles by the late Mr. Aldrich, by W. D. Howells and W. H. Page, and also reminiscent essays by J. T. Trowbridge and C. E. Norton. The Semi-Centennial promises to be brilliantly celebrated.

"SELLING More Goods" is the title of an attractive booklet issued monthly by Edmund Bartlett, the designer and printer of advertising matter, located at 395 Broadway, New York. The booklet furnishes excellent proof that Mr. Bartlett understands how to prepare advertising that will promote business.

BULL DURHAM copy is going to daily papers through the Hampton Agency, City.

SCOTT & BOWNE, New York City, Emulsion copy is going to daily papers generally, direct.

THE M. P. Gould Company, City, is placing the advertising for the Bristol Steel Fishing Rod.

COPY for Duffy's Malt Whiskey is going out to daily papers through the C. E. Sherin Agency, City.

THE Jaros Agency, City, is placing the fall advertising of Alfred Benjamin & Company, New York City.

THE Lesan-Gould Agency, St. Louis, is placing the advertising of the Klindwerth Conservatory of Music, with Southern dailies.

"Piso" copy, the Piso Company, Warren, Pennsylvania, is being placed with newspapers by the Morse International Agency, City.

THE Homer W. Hedge Agency, City, is placing the advertising of the Union Metallic Cart-ridge Company, Bridgeport, Connecticut.

THE Rochester office of the Frank Seaman Agency is placing copy with the magazines for the Emergency Rubber Company of that city.

THE Andrew Cone Agency, City, is placing advertising for *Smart Set*, one time orders, eighty-nine lines, double column, with magazines.

THE advertising for Meyer Jonasson & Company, New York City, cloaks, suits etc., is being placed with women's publications by the Frank Seaman Agency, City.

THE Scripps-McRae League newspapers have instituted a series of "readers" attacking substitution.

ST. JACOB'S OIL copy is going out to weekly papers, six inches, fifteen times, every other week, through the L. A. Sandlass Agency, Baltimore.

A. C. MEYER & COMPANY, Baltimore, manufacturers of "Dr. Bull's" cough syrup, will begin using space about the middle of October through the C. E. Sherin Agency, City.

BURTON W. McCRACKEN, for the past two years advertising manager for the Minneapolis Dry Goods Co., is now with the Dayton Dry Goods Co., Minneapolis, in the same capacity.

COPY is going out to Southern papers for the Southern Manufacturing Company, "Good Luck" Baking Powder, through the Richmond Advertising Agency, Richmond, Va.

THE Sun and the *Democrat*, of Hamilton, Ohio, have consolidated and are now being issued under the name of the *Democrat-Sun* and will soon be changed to the *Journal*. The paper is represented in the East by R. J. Shannon, N. Y. City, and in the West by Allen & Ward, Chicago, Illinois.

To Interest Retailers. **O. D. Banks & Company**, Salt Lake City, are importers, jobbers and manufacturers of millinery supplies. In order to introduce their goods in nearby towns in Utah they intend to run during the Fall in the five Salt Lake papers advertisements containing a series of fashion cuts, and the names of all the retailers handling the Banks goods will be listed in the advertisement. The argument that the plan will increase local sales is a strong one, and should serve to increase the number of customers of the jobber.

D. J. RANDALL, representing the Scripps-McRae League, has moved his offices from the 9th to the 12th floor of the Tribune Building.

J. CECIL NUCKOLS, for the past three years advertising manager of the S. Obermayer Co., of Cincinnati, has recently received the additional appointment of advertising manager of the Cincinnati Electrical Tool Company.

In the first six months of 1907 the *Terre Haute Tribune* showed a gain in local advertising of 38.75 per cent over the corresponding period one year ago. The *Tribune* guarantees to advertisers more city circulation than all other newspapers, daily and weekly, combined.

THE New York Edison Company sends out a sizzling booklet entitled "Hot," to convince people that an electric fan will serve to cool them off. The Little Schoolmaster has long believed that the public would rather not be reminded of piping-hot days in this forceful fashion.

WITH its August issue the *Burr McIntosh Monthly* conforms to standard magazine copy, thus doing away with what has been a handicap to advertisers. An issue of 60,000 copies monthly is now claimed for this picture-magazine. To date there has been little effort to get advertising, as the readers of the periodical pay \$180,000 a year for what there is in it. Wm. E. Annis is advertising manager.

STRAUSS BROTHERS, Chicago tailors, have just issued their semi-annual booklet of styles, in which double center page is reserved for emphasizing the fact that no two men are built exactly alike, and that, on account of this, a custom tailor can make a better fitting suit than a ready-made manufacturer. In the spring PRINTERS' INK contained an article on the Strauss method of advertising, which ought to be of exceeding value to almost any tailor.

THE *Mexican Herald*, City of Mexico, Mexico, has been elected to membership in the American Newspaper Publishers' Association.

THE Bristol, Tenn., *Herald-Courier* advertises itself and Bristol in a booklet entitled "A Dandy Little Town and Its Good Newspaper." The booklet contains a brief account of the town, an explanation of the paper's field and the manner in which it is covered, a facsimile of the first page, and a detailed statement of copies printed for five months ending with July 31. The latter shows an average of 6,125 copies for the period.

"STYLEBOOK TWENTY," from the English Woolen Mills Company, Cleveland, bids fair to be in one respect, at least, the most distinctive tailor's catalogue of the coming season. It is the first stylebook to be printed in this country from metzograph plates—the new German substitute for the halftone. After the dreary line of halftones that have appeared in tailors' catalogues, the present booklet is a pleasing innovation. The text and general scheme of the booklet are to be credited to William Henry Baker, secretary of the company, and the metzograph plates were made by the Eclipse Electrotape and Engraving Company, of Cleveland.

Sells

Pens.

At the National Stationers' convention, now in session in St. Paul, Minn., it was stated by Mr. Waterman of the L. E. Waterman company of New York, makers of Waterman's Ideal Fountain Pen, that their concern alone sold last year pens for which consumers invested over \$2,250,000, of which nearly two-thirds were sold by stationers. This will illustrate the rapidly increasing use of fountain pens. Mr. Waterman further stated that it was his opinion that this demand was brought about by the liberal use of advertising.—*Commercial Union*.

TURNING OVER REAL ESTATE.

A PRINTERS' INK reporter recently called at the office of Willige, Gibbs & Daniel, who are among the foremost real estate operators of Washington, D. C., and upon stating his mission, Mr. Willige, President and Advertising Manager, spoke as follows regarding the firm's advertising:

"We have now been established about four years and our success is mainly due to clear, honest advertising; keeping on hand a large list of salable properties, with prices ranging to suit any purse, and a corps of eighteen well-trained salesmen, who always impress upon the possible purchaser the fact that we are at their service at any and all times. We get the confidence of the customer and keep it. If a man wants to invest six thousand dollars in a house we try our utmost to find him a satisfactory place at that price. We have eleven automobiles and five carriages for the use of our salesmen, to take customers to our different properties in comfort; this is a large item of expense but it pays.

"Our advertising appropriation averages fifteen thousand dollars a year and most of it is spent with the four daily papers in Washington. We send out calendars, blotters, fac-simile typewritten letters and do some billboard advertising but depend principally upon the daily newspapers for results.

"We use, probably once or twice a month, a full page, advertising properties generally, several houses, a new sub-division, a long row of houses or something of that sort; we sometimes use a half or quarter page for this purpose. But the advertising from which we can trace the best results has been the smaller ads, one or two columns wide and four to six inches long, dealing with one subject, bringing out all the vital points which will interest a buyer. These generally start off with a proverb or some well known fact. If an advertisement at the beginning tells the reader something which he knows

or has reason to believe is true the rest of the ad will carry more weight with him than otherwise, and we always endeavor to have the customer understand that we are doing our best for him and not simply trying to get our money out of the deal.

"We use from fifteen to forty classified advertisements a day and these have also brought in many returns. We find that a person looking for real estate bargains will read a classified ad and pay more attention to it than they will to a larger advertisement, probably for the reason that they believe a piece of property which is not so largely and glaringly advertised is a better bargain and that the owners are not so anxious to 'shove' it off on someone.

Houses Built to Order.

The supply of houses at SAUL'S ADDITION entirely sold before completion, and the heated season not yet fairly open. DRAW YOUR OWN CONCLUSIONS.

Many purchasers are waiting here selected lots and will have their residences built by example. We are taking orders for others to be built, on plans already prepared by the architect.

REMEMBER, THE CHOICEST PART OF THE ENTIRE SAUL TRACT IS NOW BEING DEVELOPED.

Houses, \$1,000 Cash (Balance on Easy Terms).
Lots, \$400 or More Cash, Remainder to Suit You.

Select your home and lot now and let us build it for you.
Our representative constantly at our Branch Office, 603 and 605 Thirteenth St. N.W.

Willige, Gibbs & Daniel,

Exclusive Agents for Saul's Addition.
603-05 Thirteenth St. N.W.

"The large ads are useful inasmuch as they keep the firm name before the buying public, the popular impression being that a firm which uses large advertising space must be prosperous, and this is in the majority of cases true. These ads bring in many pieces of property for us to list and dispose of. We use the billboards for the same reason; they are good publicity mediums.

"All of our ads have their share of heavy black type, just enough to attract the eye and bring out some important point. For instance, in a recent ad we used, one of the important points

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of the property was its fine lawns and spacious porches; these two lines in display type to catch the eye of a buyer who was interested in lawns and porches. In another ad we used the phrase, 'It's an ill wind that bloweth no man good,' and went on to show how, through unforeseen circumstances, the builder of a row of houses was forced to sell quickly and a buyer could get one of the houses for a thousand dollars cheaper than the original price set upon it.

"We study our different properties and advertise them accordingly; if a certain piece of property has some objection to it, however slight, we do not hide it or try to smooth it over; we bring it to the buyer's attention and let him settle the matter himself; he sees he is being treated fairly and is therefore easier to handle. Our salesmen are all specialized; some of them do their best work with business properties; some with city and others with suburban properties; some can talk business better with men, others are ladies' men. We generally get the right man on the job, but once in a while our whole sales force will be used before a property is disposed of. Three weeks is the average time used in selling a house or lot, but I have known of cases where the transaction has run over two years.

"We do our largest advertising in the Spring season, from March 15th to July 1st, and Fall season, September 1st to December 15th, but we advertise constantly, believing that is the kind that pays, bringing in properties for us to sell and helping us to sell others."

A FAKE TREE FOR THE SHOW WINDOW.

H. R. Claudius, window trimmer and store decorator for Foster, Ross & Co., Auburn, N. Y., sends us the drawing of a decorative tree which he has used quite frequently with good results.

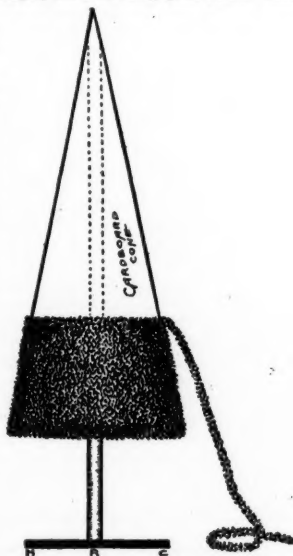
These trees can be made of almost any desired size, but one standing about six feet high and having a diameter of two feet at the base of the cone will make a tree of this size take a pole six feet in length and about three inches in diameter—a section of a ruggole will answer very well—and nail a board about one foot square securely to one end so that the pole will stand exactly perpendicular and

firmly. Then saw a 24-inch circle from $\frac{3}{4}$ -inch lumber and bore a hole in the center the size of the pole, through which the pole will slide to a point about eighteen inches from the bottom; then fasten securely.

Nail narrow strips of wood to the edge of the circle, the tops of these strips being joined and finished so as to form a point at the top. Next tack pieces of cardboard to these slats, thus completing the foundation of the cone.

Secure a supply of green paper roping and start at the bottom edge of the cone and keep winding until the top is reached. After doing this, cover the under side of the circle. The exposed section of the pole which answers for the trunk of the tree should be painted and the finished piece placed in a large, square tub, which should also be neatly painted.

The cut tissue-paper roping can be purchased in strips each ten feet in length, the cost being quite small. These



trees can be made of any desired shape, as well as size, and can be used for many occasions. At Christmas time they can be employed in connection with window exhibits and ledge displays, and by sprinkling flitter and other forms of artificial snow upon them a very beautiful effect can be obtained.

For spring and fall openings they can be placed on the floor at the ends of broad aisles, also at either side of the entrance, inside or outside of the door. For an Easter trim, white paper should be used instead of green. For an appropriate coloring take an atomizer containing purple water-color and spray the bottom of the tree quite heavily, gradually shading into white at the top.—*Dry Goods Economist.*

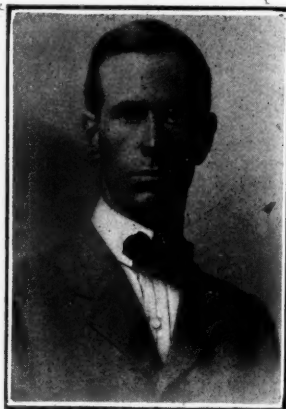
WHO'S WHO AND WHERE-FORE.

MEDILL McCORMICK.

A young man with a face and figure even more boyish than his years, a genial, guileless smile rippling over a beardless face are the obvious characteristics that Medill McCormick presents on first introduction. He might indeed have been the study from which Robert Barr drew his entertaining character of Lord Strange in the novel of that name, or, to refer to a more classic period, have sat for the picture of Pelham so delightfully drawn by Lord Lytton. The parallel with Pelham could easily be maintained, for Medill McCormick was born with the strawberry leaf of American aristocracy, that of wealth, most distinctly marked. But there the lines would diverge, for Mr. McCormick is not only a typical but a representative American, capable of holding his own hand, with the initiative of the West, the polish of the East, the ease of a gentleman, the aggressiveness of an American business man and the *savoir faire* of a citizen of the world. Blest with a persistent and wholesome democracy, bearing a name and relationship that is a passport to any society at home or abroad, he has added to these qualities a personal achievement in his chosen profession that enables him at less than thirty years to take rank among the few really great publishers of the world.

Mr. McCormick is publisher of the *Chicago Tribune*, where he has to contest for supremacy in the field with a man who is first in his profession, Victor Lawson of the *Chicago News*. That these two men publish the two most successful papers, both with regard to influence and profits that are printed in the world is a fact pretty generally admitted in the domain of journalism. There are papers that surpass them in circulation without either the profits or the influence. There are others that exert a greater influence but do not reap the profits, and there

are some who gather greater profits but do not exercise the influence. There is the *London Times*, with a circulation that if it passes 75,000 makes the extra number a source of loss. But it has influence. There is the *London Telegraph* that has larger circulation without commensurate influence; there is the *Argus* of Melbourne, whose circulation is limited by a comparatively small population, but whose influence is potential and its profits practically defined by the limited number of readers and subscribers; and there is the *Glasgow Herald* that has vast profits from an enormous body of readers and advertisers, who, except for their numbers have no influence at all.



MEDILL McCORMICK.

But the *Chicago Tribune* and the *Chicago Daily News* reap benefits from all these fields in measure which no other papers in the world approach. If we say that each of them made over a million dollars clear profit for the year 1906, we are stating a simple fact that cannot be truthfully said of but two other daily publications in the world, the *Glasgow Herald* and the *London Telegraph*. We are speaking of individual daily papers and not publishing houses.

Mr. McCormick's father, Robert Sanderson McCormick is the diplomat who was recently the American representative to

France, and before that Ambassador to Russia, and his immediate ancestor was that greater McCormick who invented the reaping and mowing machine. Robert Sanderson McCormick married Katherine Van Etta Medill, the daughter of Joseph Medill, the founder, editor and publisher of the *Chicago Tribune*. So Medill McCormick, carrying both family names, inherited besides lots and lots of money, plenty of brains and the traditions of three generations from two eminent families which embraced successful business and successful journalism. After a preliminary period at an equipment school he matriculated at Yale but responding to the call of his blood hastened back to Chicago to be a reporter on the *Tribune*. Fred Hall was city editor and Sam Medill the managing editor, and with the staff were rather inclined to laugh at the young reporter and his ambitions. As a matter of fact he was to laugh, for whatever Medill McCormick might have become he could never have attained distinction as a reporter. He tried printing, and indeed became a pretty fair printer, but he knew that this was all preparatory work for the publishers' department, and he never undertook the duties of either place seriously. Nor did any one take him seriously in either relation. In due and short time he passed on to the business department and there he found his real "call." His early journalistic trials have only been eliminatory ones to ascertain what he wasn't fit for, but the business department supplied the opportunity as it did the invitation for his capacities, and, moreover, awoke the ambitions of rather indolent youth. Three years after he joined the business department he became the business manager of the paper, and a little later its publisher. He re-made its rate card. He took a hand in shaping the editorial as well as the business policy of the paper, and he gave his personal attention to every detail of the business so that no question ever came before him dealing with the

administration upon which he had to ask a question, or to which he could not reply with more accuracy and definiteness than anybody on the staff.

Mr. McCormick married the daughter of Senator Mark Hanna, and thus having ties of affection with Cleveland, Ohio, determined to have business ones, and bought the *Cleveland Leader* in association with Harry S. Thalheimer who became its business manager and N. C. Wright who was installed editor. That was two years ago. The *Leader's* story is one apart from the *Tribune* and has no place here except to say of it that it made good and is on the high road to a splendid prosperity, into which it has indeed entered.

But the *Tribune* required the care of a master and single mind like McCormick's, and a few months ago he withdrew from active participation in the *Leader's* affairs, leaving to his two able lieutenants the control of that property.

Medill McCormick is as free from affectation and conceit as the plainest son of the soil. He is easily approachable. He meets and deals with men solely on the basis of merit. With birth and breeding himself he asks only the "delivery of the goods" from those with whom he comes in contact. He has high ideals. His breadth of vision in dealing with questions of sociology is unusual in one of his millionaire endowment. He hates the deception and predatory tendencies of latter day politics and finance and on such subjects is inclined to be a dreamer. It was his cousin Robert Patterson who left the editorial staff of the *Chicago Tribune* to secure a better expression of his life upon the lines of idealistic socialism. His love of justice, plain justice, is a passion. His habit of thought is philosophical and his favorite authors are Spencer, Shakespeare and Bryce.

In business Mr. McCormick is Sheridan rather than Grant. His most brilliant victories have been dashes into the enemies' country. He is not methodical in his life,

He plans campaigns in a flash of thought, considers them at intervals and, once decided, forces them to a conclusion in a whirlwind fashion. He is as irregular in his office habits as the first day of April. For weeks at a time he will be found at his desk from nine in the morning till midnight, again he will be at his office but for an hour after luncheon. But present or absent his army of men feel the steady hand of the "Boss." R. E. R.

FROM AN AUSTRALIAN ADMIRER.

167 Queen Street,
MELBOURNE, June 26, 1907.

Dear PRINTERS' INK:

For many years I have loved you fondly; I have written you appreciative letters; have taken you to my bosom and cherished you; have kept so many copies of you that even now I am undecided whether you are tenant of my house or whether I am.

And now, after all this, I want to know why in your issue of May 15th you so basely slander my own country of Australia?

If I could only remember my Scripture, I should here quote that phrase about sharper than a serpent's sting is a thankless tooth. That is not quite right I know, but you will gather my meaning.

Please let me say a few words in reply to Mr. Percy Waxman's statements to you in your leading article in PRINTERS' INK of the above named date.

I have not the pleasure of Mr. Percy Waxman's acquaintance, and have only lived in Australia a matter of nineteen years; but there were monthly magazines in existence here before I modestly stepped onto Australian shores.

The definite statement that there is not a monthly magazine in either Australia or New Zealand was probably accurate when Captain Cook landed in Botany Bay.

For myself I am the fortunate advertising manager of two Australian magazines—Fitchett's *Life* and Fitchett's *New Idea*; the former with a bona fide circulation of over 30,000 copies per issue, the latter with a bona fide 50,000 per issue, and each paper several years established.

Attached to this letter, you will find a table of comparative magazine circulations in Australasia and in America, and you will note therefrom that, having regard to the respective populations of your country and this country, our circulation in the *New Idea* is only beaten proportionately by the *Ladies' Home Journal* and the *Delinquent*, and proportionately to population is in excess of such well-known magazines as the *Woman's Home Companion*, *Ladies' World*, *Housekeeper*, etc.

The circulation of our magazine

Life—30,000 copies per issue—is, on the same calculation of the respective populations of the two countries, only beaten in your country by *Everybody's* and *Munsey's*, and is in excess of such magazines as *McClure's*, the *Cosmopolitan*, *Success Magazine* and the *American Magazine*.

While I think there is no doubt that our papers are at the top of the tree in the Australasian circulation world, there are a good many other really high-class inter-state monthly magazines.

Next, you state that an American writer of advertising copy would starve to death in Australia. Well, we have a few writing here, and I know one or two of them whose incomes are anything from \$5,000 to \$10,000 per annum.

Next, the statement that there is only one large agency in Australia is perfectly accurate so long as Mr. Waxman's remarks are antedated to Captain Cook's time.

Farther along on page 4, you state that "good advertising practice is so rare that if you were to send an Australian rancher (whatever he may be) a typical American form letter and follow it up with a second a week later, he would probably write and apologize for not having replied to the first."

Oh, if this were only so, I would be a Carnegie in three years.

Do you know, when I read that letter, the shock to my nerves was so great that I swooned away to unconsciousness. Restoratives were applied, and I pulled myself together, sad at heart that PRINTERS' INK should say such unkind things about my country.

Mr. Percy Waxman quite forgot to say that the average Australian daily newspaper editor, after fulminating in thunderous paragraphs against the international policies of Europe, works off the papers on a hand press, and then gathering a bundle of them under his arms, cries them aloud in the public streets.

Beneve me, more in sorrow than in anger,

Your devoted admirer,

FRANK BALL.

P. S.—Sample copies of *Life* and the *New Idea* sent for your inspection by this mail under separate cover.

POSTER THAT WON.

As Lord Bury, the Earl of Almarle represented Birkenhead in Parliament in 1892, his opponent being Mr. Lever, of Sunlight Soap fame, and he recalls an interesting anecdote connected with his election. A couple of days before the poll his opponent came out with a poster bearing the device, "Vote for Lever, and swim with the flowing tide," to which Lord Bury retorted with another inscribed, "Vote for Bury, and dam the flowing tide." It was this poster, according to his friends, that gained him his seat.—*Reynolds' Newspaper*.

Beware of salesmen who send up word sky-rockets—you won't get anything but the stick.—*The Silent Partner*.

AN AMERICAN IN LONDON.

LONDON, July 17, 1907.

Editor of PRINTERS' INK:

It was the fortune of the writer to be in London in 1873. The award of the tribunal at Geneva of \$15,000,000 to be paid to the United States as a consideration for complicity or neglect in the matter of the Confederate cruiser *Alabama* and maybe for some other matters, was then much in people's minds, and I think America became, then, and on that account, of more importance than at any previous time.

The American, then as now, then more than now, failed to find much about his own country's affairs in the British newspapers. I distinctly remember that the only home item that attracted my attention, during a stay of two or three months, was a story of an alleged postal irregularity in Montana, said to have been investigated by an inspector, who, upon appearing on the scene, found the postmaster to be the keeper of the only saloon in the place. When the mail arrived he unlocked the bag, emptied the contents into a soap box that was brought into a convenient position for the purpose, and the habitudes of the place thereupon helped themselves to such of the mail matter as appealed to them, and left the remainder for later comers. When, after a time, the delivery seemed to be practically over and the saloon for a time pretty much deserted, it being a daylight hour, the inspector, approached the postmaster-proprietor, exhibited his authority, and proceeded to deliver some pretty severe strictures upon the conditions he had observed. When he had proceeded far enough for the saloon man to comprehend what it was all about he, the contumacious postmaster, gave the box that contained the remnant of the mail, such a kick as sent it through the open door into the middle of the street; then drawing a revolver he pointed it at the inspector and said, tersely: "There's your postoffice. Now you get!" There is more about America in the English papers to-day, but aside from the stock reports that come from New York and a good many details about a danger of war with Japan, the items still partake more or less of the nature of the postal difficulty of a third of a century ago. A lynching in the South, a murder in Nebraska, particulars of the recent interesting trials at Boise in Idaho, seem to particularly recommend themselves to British editors. In an Edinburgh daily of recent date the only American news it contained was a statement that "The most acute phase of the servant girl trouble seems to have been reached at Madison, Illinois, where, a morning paper states, Benjamin Walters, a prosperous merchant, committed suicide because his wife had discharged the cook. Poor man, he preferred it to a lingering death by slow culinary poison." But for all this, American affairs do possess an enormous amount of interest for our brethren in the old country: and nothing is more noticeable than the influence of the American newspaper maker upon the publishers of London.

They now have numerous papers sold for half a penny, equivalent to our cent, and one of these, the *Daily Mail*, carries at its head the statement that its daily issue is five times that of any other morning paper in the city. Then the *Telegraph*, that seems to the writer to be the most of a newspaper, from both the standpoints of readers and advertisers; in fact to be head and shoulders above every competitor, not even excepting *The Times*; and to be, really, the great London daily, as proved by its news columns and the advertising patronage it carries, boasts that its daily sale exceeds, by more than half a million copies a week, that achieved by any morning paper sold for (two cents) a penny.

For some reason it has not come to be the practice in Great Britain to give out any really definite information as to the number of copies printed. Any attempt to publish information, after the manner practiced, for forty years, by Rowell's American Newspaper Directory has been repressed by the courts. "Circulation always exceeds 250,000 daily" is the legend carried at the head of the first page by the *London Morning Leader*. "The morning journal with the second largest sale" is the boast of the *Daily Mirror*. "Circulation over a million and a quarter" appears at the head of *Lloyds' Weekly News*, commonly spoken of as *Llodys' Weekly*: for its classified advertisements this paper uses a column as narrow and a type as small as those favored by PRINTERS' INK; for displayed advertisements its columns run five to the page; for classified the page accommodates six columns; the *New York daily Tribune* has for some years maintained a similar practice.

It is said that the management of the *London Times* has become absolutely Americanized. If it has the change has not extended in the direction of securing circulation by selling the paper at a moderate price. Three pence (six cents) must be paid for a copy if the would-be purchaser is so fortunate as to find one; which can only be hoped for at newsstands of considerable consequence, such as are commonly conducted in connection with book stores. The reason commonly given for not having *The Times* on sale, at the smaller stands, is a difficulty about the return privilege so freely allowed by other journals. Money is worth more in England than in America; its purchasing power is greater; any London daily except *The Times* can be had for two cents (a penny), and many very good ones are now offered for half that sum; but it must be increased three-fold before a copy of "The Thunderer" can be procured. Its circulation is largely made up of annual subscriptions. It is doubtful if a country house would deem itself a self-respecting institution if it did not take in regularly *Punch* and *The Times*. *The Times* was the first newspaper ever printed on a steam press: this was on the 28th of November, 1814. It is still the great paper of England, just as the *New York Herald* continues to be the great

paper of America, notwithstanding the fact that, in each country, other papers print and sell from two to six times as many copies. In quality of paper used, perfection of presswork, and freedom from typographical errors, the London *Times* is more admirable than any other daily that can be mentioned. Its appearance is like that of the notes of the Bank of England; they first impress one as rather a poor substitute for a "greenback," but familiarity produces the conviction that for paper money nothing better has ever been seen, and nothing better is to be hoped for or even desired. A comparison of the London dailies, generally, with those of New York, reveals the fact that the former are much more free from errors of typography.

The American influence upon the style of display allowed in advertisements in the London daily papers is conspicuous, and tremendous. Almost anything in the way of a picture, or poster type, may have place in them now; and there is often considerable difficulty in determining whether one is reading editorial or advertising matter; but the practice of injecting actual displayed advertisements into the heart of the reading matter, so common in America, has not yet taken a foothold here. There appears to be a considerable tendency to use a tinted paper, not unlike that with which New Yorkers who buy Mr. Bennett's *Telegram* are acquainted. A paper called the *Tribune* uses the New York *Times* catch phrase "All the news that's fit to print." It is reported that American money is behind this enterprise, and that either five hundred thousand dollars, or was it pounds? have already been sunk in the efforts to develop it. Some one spoke of a gathering of advertising men, at the Sphinx Club of London, in the presence of the writer, of "the *Tribune* and *Mail*, or any other of our leading papers" and the allusion was received with laughing shouts of derision.

The placing of small advertisements at the right and left of the name of the paper, at the head of the first page is a very common practice in London. Such announcements are necessarily conspicuous and doubtless command fancy prices. The practice is not unknown in America, but is not common. These little cards are sometimes spoken of as the paper's ears.

The absence of leads at the top and bottom of classified advertisements in London dailies is a notable feature. This gives the page a more solid appearance than is seen in any American paper. The evening *News* of London goes one step further, and omits the separating rule, relying upon the capitals, in which the first word of each advertisement is set, to tell the reader where the last one ends. The effect of this considerable saving is not so objectionable, or even noticeable to the eye as one would naturally expect to find it.

The American magazines one buys in London have the appearance of having suffered from a case of dysentery: the explanation being found in the absence of the advertising pages

which the home editions carry. It would be interesting to know whether the London edition is counted in the circulation statements put forth to American advertisers—well I guess! Forty years ago British magazines were vastly in advance of those in America. To-day the reverse is true and true in an enormously enlarged degree.

In the advertising pages of the London press many names one is familiar with in America are conspicuous. No London announcement stands out more boldly than those of Grape Nuts, both in the newspapers and on the omnibuses. Cuticura, Carter's Little Liver Pills, Nestle's Food, Dr. Munyon, and the statement that "Millions of mothers have used Mrs. Winslow's Soothing Syrup, over fifty years," greet us each morning. Some of those mothers must be as ancient as Old Parr by this time. The American advertisements are largely those of proprietary articles; but so too are a majority of those displayed by Englishmen. Medicines and soaps seem to have the call upon suffering humanity and the great unwashed. How many millions did we read were left behind by the late Mr. Proctor of Ivory Soap? In an English paper one may have read last month that: "Thomas Beecham, the English pill man who died recently left a property valued at \$450,000." That newspaper men also get a profit out of it one may judge by the statement lately printed that "Sir George Carlyon Hughes Armstrong, Bart, late proprietor of the London *Globe*, and the *People*, left an estate valued at nearly a million and a quarter. Still more animating is the information that Mr. Bennett of New York and Paris, Mr. Pearson of London, and Mr. Munsey of New York, could each of them put a million dollars in the savings bank every year and still not deprive themselves of any real need in the way of food and clothes.

The well-established fact that advertisements tell more quickly and strongly, when published, where the greatest aggregations of people exist, doubtless explains why so many owners of American proprietary articles find it profitable to exploit them here, where half the population of over three million miles of area is condensed into a territory not much larger than the 50,000 miles of the State of New York.

American advertising agents make their appearance here more or less. B. B. Hampton of New York was detected by the writer one day, attending divine service; after which he asserted that the London daily *Mail* nets Mr. Pearson a cool million a year, and the Chicago *Tribune* divides \$800,000, while the *News* of that city nets a few thousand less on account of the greater quantity of white paper its bulky pages and greater distribution command and consume. Major T. P. Roberts of Chicago, who has the placing of the Sears, Roebuck Co. business, was to be seen about the resorts in London, during June and July, renewing his health and youth for a vigorous fall campaign. Paul E. Derrick is

permanently established here and has some excellent accounts, and an enviable standing among the advertising men of this world center.

It was the good fortune of the writer to be present at the last banquet of the season given by the Sphinx Club of London. No better example of the American influence upon English advertising can be pointed out than the beginning and growth of this club. It is only three years old. Patterned confessedly after the Sphinx Club of New York, one might think while listening to the graceful and witty talk with which the president, Mr. Ralston Balch, fills in the periods between speakers, that he was listening to our own George H. Daniels, who, before Mr. Frothingham, was unquestionably the most acceptable president of the New York Sphinx Club has had, notwithstanding his occasional references to the New York Central Railroad. Mr. Balch is connected with no railroad and is consequently free from any blemish whatever.

The account of the beginning of the Sphinx Club is almost a repetition of the story of Mr. Gibson's New York Sphinx. On the 2d of June, 1904, thirteen pioneers met at the Hotel Cecil and launched the Sphinx Club of London. The most active promoter was Mr. Britton, a member of the Sphinx Club of New York, who was then resident in London, representing a proprietary article: Abbey's Effervescent Salt. His efforts were effectively seconded by Mr. Roy V. Somerville, well known in New York, and now returned there. Mr. Somerville, like Mr. Gibson, is a Canadian. The first president of the Sphinx Club of London was John Morgan Richards, an American resident for forty years, the most successful promoter of American proprietary articles, agent in London for Brent Good's Carter's Little Liver Pills, as well as numerous other deserving interests. Mr. Richards' name has long appeared as one of the vice-presidents of the New York Sphinx Club. Mr. Somerville became the first treasurer of the Sphinx's of London, and, to quote from a history of the club, lately issued, he, "by an ingenious culinary process," showed a balance on the right side at the end of the first year's proceedings. When Mr. Somerville left to return to New York the Sphinx's of London presented him with a handsome loving cup. They speak of him most kindly now and regret that he has been called to a better country—America.

The price of a Sphinx dinner at the Hotel Cecil is ten shillings and six pence, equivalent to about two dollars and a half, American money: but that pays for no wine or cigars. The occasion of the writer's visit was ladies' night. Nearly two hundred persons were present, the company being about equally divided between gentlemen and ladies. The banquet hall was decorated with flowers in a profusion that could only be exceeded by their beauty and tasteful arrangement. A souvenir volume, a history of the three years of the club's existence, was bound in the soft leather that Mr. Elbert Hubbard, the publisher of the *Philistine*, at

East Aurora, New York, has made familiar to most Americans. One thing, however, the London club has originated, and it is a very effective feature: There is present in the banquet room a veritable Sphinx, smaller than the Egyptian original it is true, but still of heroic size. It is supplied with eyes of emerald green, which shine with the power that comes from being backed up by electric bulbs, and they produce an effective charm. No meeting of the Sphinx's of New York, on ladies' night, can ever hope to be graced by the presence of a larger number of beautiful women than sat at this London banquet. This may be taken as a further proof that London is becoming Americanized. The actual membership of the Sphinx Club of London is now something more than one hundred and sixty. One difference from its New York prototype was to be noted in the fact that not much appeared to be expected, in the way of instructive talk, from the club members; the services of outside talent being mainly depended upon. Your correspondent was thoroughly surprised and gratified at the warm welcome extended to him, as the founder of PRINTERS' INK, a former president of the New York Sphinx's, and once a member of the profession of Advertising Agents: and when called upon to respond, in acknowledgment of the graceful compliment of being then and there elected an honorary member, he was wholly unable to express his feelings in fitting words; what he did say, however, was as kindly received as could have been the case had his remarks been much better chosen and more appropriate to the occasion.

GEORGE P. ROWELL.

ONE USE FOR SOUVENIR CARDS.

A Broadway jeweller has found one way to interest his customers which is out of the ordinary. A man who once bought a low priced watch at this jeweller's store was surprised a few days ago to get a picture post card from Amsterdam in which the jeweller announced that he was about to sail for New York with an especially fine collection of diamonds and invited his casual customer to drop in and see them. Needless to say the jeweller's announcement got twice the attention he could have secured in any other way.—*New York Sun*.

SIMPLY POCKETED THE COIN.

Mrs. Phebe Lucinda Church, of Apponaug, Pawtucket and Providence, R. I., embarked into the poultry supply business without any stock. Her idea was to advertise chickens, incubators, brooders, bone cutters, etc., for sale with the "cash in advance" signal prominently displayed. The signal was heeded by would-be chicken raisers and others, but she evidently forgot to send the goods ordered, and the postal officials soon rounded her up.—*Postmaster's Advocate*.

CONTINUAL grinding on one kind of business is sure to contract the perspective of the best advertising man on earth.—*Seth Brown*.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Before the storm cloud entered into the advertisement (No. 1) used by the Wyman & Gordon Co. it might have passed criticism fairly well, although the

forced to perform its deadly function. Tints in backgrounds are wise if they are sensibly used—if they help to bring out contrasts—but when they muddle up both copy and illustration, it would appear the better part of wisdom to leave them out altogether.

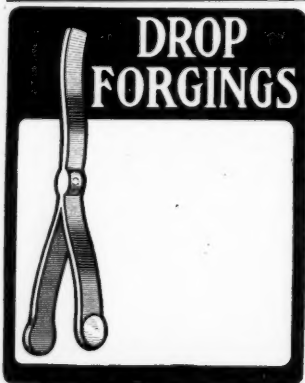
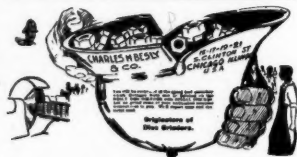
* * *

Originality in almost any form is commendable, and the Charles H. Besly Co. state that they are originators of disc grinders. This does not sum up their laurels, however, for they have also originated what might be termed an innovation in advertising illustration. We gladly take off



No. 1.

arrangement of the lettering is more scattered than we should like to see it, but not content to



No. 2.

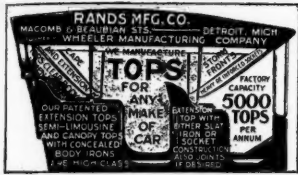
allow the background to remain clean and white, the air brush was rushed to the scene and

our respective hat to the design shown and would further compliment it by saying that it looks quite as well upside down as it does right side up. It may have chanced that everyone was away during the heated term but the office boy, who had a merry fling at the advertising space. It is a great pity that he was unable to grind out a more satisfactory advertisement for their discs than the one shown on this page.

* * *

The legitimate pretext for printing a reproduction of the article advertised is that the sight of it shall be so attractive and the desirability of it so convincing that the sales will be increased thereby. Rand's Manufacturing Company are quite unjust to one of their vehicles. How would you like to buy a top for your car and, upon uncovering it, find that it was a literal encyclopedia of commer-

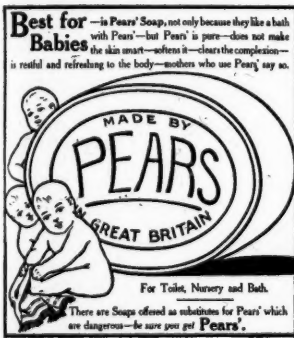
cial fact and fancy? This advertiser has not missed a trick. There is lettering everywhere it shouldn't be. We do not wish to be pessimistic but why leave the



little lonely blank space in the lower left hand corner? Why was not that lettered in, too? The breaking up of a connected story into minor bits, hidden here and there through an illustration, is poor judgment and an unnecessary tax on even those who are interested.

* * *

Over on the other side, "Pear's Annual" is a yearly holiday book that receives a most cordial reception, by young and old alike. As a magazine, it is as clean and as inviting as the product advertised. A story is told of an artist who submitted an illustration for the Annual. The editor looked it over critically and then said: "Sorry, but your scheme is too complicated—too much in it;



we aim for simplicity—things that people can distinguish on the instant. The artist, who was young, went away highly indignant. He returned on the following day

and asked to see the editor, a sardonic smile playing upon his features, as he unrolled a large sheet of drawing paper. "I think I have something simple enough for you THIS time," he said. When the large white sheet was presented, it had only a straight line drawn upon it. The editor, who was something of a wag and philosopher in his own way, gazed at it critically for a moment, whereupon he said: "Good—very good—the best thing you have submitted to me yet. I can use this." It was actually reproduced as a dash between paragraphs in the great Annual and a check for a trivial amount was sent to the over-important young artist.

This story, in a way illustrated the success of the rule generally observed by the Pear's Soap advertising. The reproduction shown is so simple in treatment and so clean in penmanship, that it is perfectly understandable by everyone. It might well stand as a model for our local artists, who complicate their designs by trying to get in all the shadings and mediums known to art.

THE TOTAL COST.

"Melton C. Weeks, the millionaire quinine manufacturer of the west, in the course of an address in Denver on the new pure drug law, told a drug story.

"Dear knows," said Mr. Weeks, "we ought to give the people pure drugs—we charge enough for them. Sometimes I think we drug dealers would get along better if we didn't show ourselves so greedy in our charges.

"We are too much like a druggist I used to know in Santa Fe.

"A miner rode into Santa Fe with dyspepsia one day, consulted a doctor and took his prescription to my druggist friend to be made up.

"Well, how much?" said the miner, when the prescription was finished.

"Let's see," said the druggist. "It's a dollar ten for the medicine and fifteen cents for the bottle. That makes—

"He hesitated, afraid he might have forgotten something, and the miner said impatiently:

"Well, hurry up, boss. Put a price on the cork and let us know the worst."—*Home Magazine*.

The best "follow-up" is the one that comes the nearest to doing what a good salesman would do. It is "call again" theory scientifically arranged.—*Seth Brown*.

AN EARNEST ADVERTISER.

A merchant ought to believe in his own goods. He ought to be in love with his business. If he states his belief, clearly, forcibly, earnestly, in his advertisements, it will kindle belief in others, and he will gain trade. One of the best advertisements I ever saw was that of an electrotypewriter. It was quite a good sized advertisement, and the biggest line in it was this, "I want your work." It was a direct appeal to everyone that saw the advertisement. There was no mistake about what his advertisement was for. The man was after business, and he didn't care who knew it. He went on to say why he ought to have the work he wanted.—*Office Topics.*

ARE YOU ADVERTISING?

You might as well think to win a foot race with you feet tied as to hope to increase your sales in these days without persistent, systematic advertising.

Make up your mind now that you will increase your sales twenty-five per cent this Fall—more if you can, but no less.

Lay your plans for a generous and well-planned advertising campaign that will make folks in your neighborhood sit up and take notice. Get all the help you can and then determine to spend a liberal sum yourself. *It will all come back to you with interest in increased sales.*—*Ralston Health Shoe Booklet.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (120 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

ADVERTISERS' TALK about my good advertising work. Free. **SETH BROWN**, Chicago.

WANTED—To buy second-hand Linotype, Model No 2 or later. **THE OKLAHOMAN**, Oklahoma City, Okla.

ILLUSTRATED FAIRM SERVICE for dailies. Page mats or any way to suit. **ASSOCIATED FAIRM PRESS**, 112 Dearborn St., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

THOUSANDS of men owe their advancement to us; if you are a competent man we have a position for you; write for booklet. **HAPGOODS**, 305 Broadway, N. Y.

ADVERTISER desires position where faithful services will be appreciated; year's experience; produces snappy, business-getting copy; Powell graduate. **JOSEPH BENRIMO**, 545 46th St., Brooklyn, N. Y.

YOUNG MAN desires position as Western Canada representative for first-class newspaper or advertising agency. Best references; three years' experience on Western and Eastern Canada dailies. Address "R." care Printers' Ink.

A RELIABLE MAN WANTED.

Must be a hustler, to sell Pantagog Nature's Food for horses. Every horse owner will buy it. Big profit and exclusive territory. **PANTAGOOG NATURE'S FOOD CO.**, 565 Conn. Avenue, Bridgeport, Conn.

PRACTICAL NEWSPAPER MEN WANTED to fill desirable positions now open. We can give every capable man the opportunity for advancement. Send for free booklet No. 7. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

AGENCY MAN, who has made good as a solicitor and controls some business, is desirous of making a change. Can demonstrate his value in all departments of the work to any first-class agency. Address "J. M.," care Printers' Ink.

ADVERTISERS' MAGAZINE—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. **THE WESTERN MONTHLY**, 815 Grand Ave., Kansas City, Mo.

WANTED—Position as advertising man. Have had several years' practical experience in advertising and follow-up work with large farm machine manufacturer, advertising agency and prominent trade journal. Good references and plenty of samples of my work. Address "ZIM," care Printers' Ink.

AM looking for position as business manager where I can become interested in the property in a short time, if agreeable to owner. Eight years' experience on good newspapers. Can take personal charge of any department in the business office; thirty-three years old; good education; excellent references. Address "B. M.," care Printers' Ink.

POSITION DESIRED, by young man, as ad-writer or assistant to advertising manager. Age 25; married; good habits; steady. With present employer over two years, previous employer five years. Not a know-all, but bright, active and have ability.

References. Address **AD-WRITER**, 531 N. St. Louis St., South Bend, Ind.

ADVERTISING MANAGER with fifteen years' experience as solicitor, wants a permanent position. For the past six years has had entire charge of business and of all trade papers, including the knowledge of building up and firmly establishing a publication in an entirely new field, and making it a financial success. Age 36, married, absolutely reliable, will locate anywhere. Salary reasonable. Address "A. Y.," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as ad-writers and ad-managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best medium for advertisers, and reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 a place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES. \$25, 75c.; \$34, \$1; \$43, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

NEWSPAPER Publishers, coming into city at Grand Central Station, will find us convenient to leave orders with, for either job or newspaper half-tone. **STANDARD ENGRAVING CO.**, 40th St., cor. 7th Ave.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars and references furnished. Newspaper process-engraver. **P. O. Box 315**, Philadelphia, Pa.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
 17 Spruce St., New York. Sell more mag-
 azine cut links than any other ink house in the
 trade.

Special prices to cash buyers.

OFFICE PASTE prepared as needed. Try
 Bernard's Paste Powder; cleaner, better
 and cheaper than mucilage; mix it as needed
 with cold water; 216 carton, enough for 12
 months in average office; mailed postpaid to any
 address for 60 cents. **BERNARD, 609 Rector**
Building, Chicago, Ill.



Dennison's
TAPS AND BUSINESS HELPS
 will put you in touch with more business.
 Information and catalogue sent on request.
Dennison Manufacturing Company
 Boston New York Philadelphia Chicago St. Louis

BOOKS.

11 BEST BOOKS on Advertising, \$18 worth
 for \$13. Dis. on 2 or more. Send for list.
PROFITABLE ADVERTISING, Boston.

Forty Years an Advertising Agent
 BY **GEORGE P. ROWELL.**

The first authentic history and exhaustive nar-
 rative of the development and evolution of
 American advertising as a real business force.
 The remainder of the edition (published last
 year) is now offered for sale. About 600 pages,
 6x8, set in long primer, with many half-tone
 portraits. Cloth and gold. Price \$2, prepaid.
THE PRINTERS' INK PUBLISHING CO., 10
Spruce St., New York.

COIN MAILER.

2. 60 PER 1,000. For 6 coins \$3. Any printing.
ACME COIN CARRIER CO., Burlington, Ia.

FOREIGN TRADE.

NEW ZEALAND

If you desire export trade with New Zealand,
 I shall be glad to consider handling your line.
 Address **D. W. MCKAY** (of McKay Bros., Inver-
 cargill, New Zealand), temporarily at 11 Broad-
 way, New York. Telephone. 3229 Rector.

PATENTS.

PATENTS THAT PROTECT

Our 2 books for inventors mailed on receipt
 of 6 cts. stamps. **R. S. & A. B. LACEY,**
Washington, D. C. Estab. 1869.

PUBLICATIONS.

PROFITABLE ADVERTISING, Boston, Mass.
 The leading advertising journal; \$2 a year.
 Sample copy 30c. Vol. 17 began with June.

ADVERTISING NOVELTIES.

USE advertising novelties. Buy direct; 2 sam-
 ples, 10c. **J. C. KENYON, Mfr., Owego, N.Y.**

PAPER.

B. BASSETT & SUTPHIN,
 63 Lafayette St., New York City.
 Coated papers a specialty. Diamond B Perfect.
 Write for high-grade catalogues.

PRINTING.

PROMPT delivery of highest quality printed
 business forms and advertising matter, is
 our specialty. Let us estimate on your next
 order. If your job is a very technical one or re-
 quires exactness in all respects we can suit you.
THE BOULTON PRESS, Drawer 9, Cuba, N. Y.

ADVERTISING MEDIA

The advertising pages of

THE THEATRE MAGAZINE

are just as attractive, just as readable, and
 entertaining, as that of every page of it.

Have you seen it lately?

Write for sample copy, rates and information.

THE THEATRE MAGAZINE,

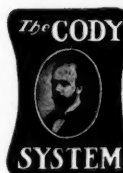
26 West Thirty-third Street, New York.

THE RECORD is the *Woman's Home Companion*
 of Troy and Central Miami County, Ohio.
 Only daily. Low-class medical, lost manhood,
 monthly regulator, fake financial, liquor, etc.,
 advertising barred. Send for sample copy.

PREMIUMS.

THOUSANDS of suggestive premiums suitable
 for publishers and others from the foremost
 makers and wholesale dealers in jewelry and
 kindred lines. 500-page list, price, illustrated
 catalogue. (C) Greatest book of its kind.
 Published annually, 35th issue now ready; free.
S. F. MEYER CO., 47w. and 49 Maiden Lane, N. Y.

LETTER WRITING.



The **CODY**
SYSTEM

Co., Lyon & Healy, and many others. One man
 increased orders from letters making quot-
 ations on gears from 25% to 35% within 60 days—
 nearly 50% more business. Address 1421, SECUR-
 ITY BLDG., CHICAGO.

"HOW TO WRITE

LETTERS THAT SELL"

Sherwin Cody, the lead-
 ing authority on letter writ-
 ing, gives in his 50 Instruc-
 tion Cards for Business
 Men scores of the most suc-
 cessful letters ever sent out
 in this country, and de-
 scribes all the latest devices
 and wrinkles for soliciting
 by mail, collecting money,
 handling agents, etc., etc.
 Strongly endorsed by adv.
 mgrs., of Marshall Field &
 Co., Lyon & Healy, and many others. One man
 increased orders from letters making quot-
 ations on gears from 25% to 35% within 60 days—
 nearly 50% more business. Address 1421, SECUR-
 ITY BLDG., CHICAGO.

CURRENT TOPICS REFERENCE
LIBRARY.

"A ROYAL ROAD TO KNOWLEDGE"—Mil-
 lions of up-to-date pictures and clippings
 on every topic, from all sources, classified for
 quick reference. Call, phone or write. **THE**
SEARCH-LIGHT INFORMATION LIBRARY, 341
Fifth Ave. (opposite Waldorf). Tel. 1544 Mad.

ENGRAVING.

COVER DESIGNS, color work and retouched
 half-tones our specialties. Send for sam-
 ples. We guarantee prompt service and high-
 grade workmanship. **BALTIMORE (MD.) EN-**
GRAVING CO., 24 S. Charles St., Baltimore, Md.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave.,
N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COM-
PANY, Laclede Building, St. Louis, Mo.

A. C. THEGEN AGENCY, 422 Drexel Bldg., Phila.

THE IRELAND ADVERTISING AGENCY,
 2015 Tribune Building, New York.
 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y.
 General Advertising Agents. Established
 1872. Chicago, Boston, Philadelphia. Advertis-
 ing of all kinds placed in every part of the world.

PRINTERS.

WE print catalogues, booklets, circulars, adv.
 matter—all kinds. Write for prices. **THE**
BLAIR PTF. CO., 514 Main St., Cincinnati, O.

ADVERTISEMENT CONSTRUCTORS.

OUR ads are business getters,
SMITH & LEWIS, 53 River St., Chicago

THERE is a wide distinction between catalogue, booklet and other literature which any ordinary job printer can print, and *real sales literature* into which scientific selling methods have been injected, combined with the best designing, illustrating, paper and presswork.

We solicit an opportunity of showing our capabilities in catalogue and booklet work.

Edmund Bartlett
Plans and High Grade Literature
for ADVERTISERS
395 Broadway, New York

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

FOR SALE.

FOR SALE—One of the best bargains ever offered. County seat town of over 10,000. Long established daily and weekly, paying handsome annual profit. Price \$9,000; \$5,000 cash required. Address "R. M.," care Printers' Ink.

FOR SALE—Three Model I two-letter Mergenthaler Linotypes; completely rebuilt by Brooklyn factory machinist and brought up to date; in perfect running order. Big bargains at \$2,250; f. o. b. Augusta. Address THE CHRONICLE, Augusta, Ga.

PUBLISHING BUSINESS OPPORTUNITIES.

OWN A PUBLISHING BUSINESS.

Now is a good time to buy a periodical. We have Trade, Class, Mail-Order Papers which are obtainable. Buy now and get this fall's business. First comers get first choice.

EMERSON F. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

Prosperity

You probably know that the South's much-heralded prosperity is a literal fact. It's a mighty good field for advertisers.

We are perfectly familiar with Southern conditions, and know the publications and copy suited for your business.

Armistead & McMichael
Incorporated,
GENERAL ADVERTISING AGENTS,
Atlanta, Ga.

The Firm Foundation

A CHRISTIAN WEEKLY,
has gained

**2,000 NEW
SUBSCRIBERS**

within the last

SIXTY DAYS

Its last issue was **13,400**.

It will ring the bell at the **15,000** mark by January 1st, 1908.

How is this? Why, it is published in

TEXAS

the State on which the eagle-eyed, long-headed advertiser has a focus.

AUSTIN, TEXAS

WHEN THE DOG DAYS COME

upon you, you don't mind the heat if you are in good humor, do you?

LIFE puts its readers in good humor.

It's easier to sell to such people. They also have the price and the habit of exchanging their money for the good things of life. Tell them about your goods in LIFE.

No advertisement in LIFE can escape attention, as there is reading or cartoon on nearly every page.

JOSIAH J. HAZEN
Advertising Manager

LIFE

17 W. 31st ST., NEW YORK

**You can=
not cover
Greater
Cleveland
without
the NEWS.**

"THE WHOLE STORY"

As I wrote you before, I was sorry to leave you, as you made it possible to get ink at reasonable rates, but I have arranged with a Canadian house to give me same terms as you did, and I save time, freight and duty. That is the whole story. C. W. YOUNG, Publisher "Freeholder," Cornwall, Ont.

My customers may leave me and go elsewhere for their ink supply, but I have yet to learn of one of them who does not admit that I was the means of liberating them from the bondage of high prices.

I have the honor of being the first ink man to cater to the wants of the small job printer, by putting up my fine job inks in ¼-lb. cans, and selling one can as cheerfully as I would a hundred.

Before my time the little fellows paid exorbitant prices for the privilege of buying small quantities, or else had to load up with excess stock which knocked around on their shelves for years, and eventually was thrown away.

When a purchaser feels dissatisfied with his bargain, I offer no arguments, but refund his money and reimburse him for the transportation charges.

Send for my sample book and price list. Address

PRINTERS INK JONSON

17, Spruce Street,

New York

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE MASSEY BUSINESS COLLEGES
BIRMINGHAM, Ala.

Editor Ready Made Department:

DEAR SIR:—I enclose herewith some copy I have recently been running in the newspapers, and as I am a subscriber to **PRINTERS' INK**, I would be glad to have you make such criticisms as you think advisable.

Thanking you, I remain

Very truly yours,

RICHARD W. MASSEY.

Several ads of the Massey Business College have been reprinted in this department as examples of good business-school advertising, and those accompanying the above letter are equally worthy of such attention. They are good business talks, without the glittering promises that, so often failing of fulfillment, have done so much to discredit business school advertising. The Massey ads make it plain that the boy or young man who isn't willing to work had better remain away from the school, yet hold out to the "average" boy with ambition, just such encouragement as he needs. I suspect that these ads, while ostensibly addressed to the boy, are in fact written straight at the boy's parents. But whether read by a thoughtful, ambitious boy or a parent with the future of an "average" boy on his mind, they should make a strongly favorable impression. I have but one criticism to make—that the statement, "The brilliant ones are too smart to secure and hold profitable employment," should be qualified. Many men correctly described as brilliant—brilliant even as boys—have won success. The second ad makes an excellent point—that male stenographers are often required, and, all other things being equal, will frequently command larger sal-

aries than females working in the same capacity.

I WANT A FEW HOMELY WORDS WITH THE AVERAGE BOY AND GIRL.

Don't think for one moment that because you are only an average boy, the future has no prospects for you.

The geniuses, those heaven endowed, are usually the ones who walk the streets in frazzled trousers, looking for employment.

The vast majority of successful business men were just average boys, but with ambition to accomplish something.

Furthermore, the brilliant ones are too smart to secure or hold profitable employment.

Or, if you are a young woman whose sole ambition is to shine brilliantly socially, it would be a waste of your time to take a course.

But if you are an average boy or girl; if you are anxious to succeed, if you have made up your mind to use every intelligent means to succeed; if you are willing to work; then come to my school.

I will give you a thorough business training; what is more to the point, I will get you a profitable position just as soon as you graduate.

W. N. Smith, Vice-Pres. and Mgr.

MASSEY BUSINESS COLLEGE,

Richard W. Massey, President,
Third Ave., Near Twenty-first Street,
Birmingham, Ala.

"WHY DON'T MORE YOUNG MEN LEARN SHORTHAND?" WAS ASKED OF US BY A PROMI- NENT TENN. COAL, IRON & RAILROAD OFFICIAL.

Do you want a larger salary? You reply, "Of course, what a foolish question."

Yes, but do you really want more or are you just wishing?

Do you know there are plenty of young men in Birmingham earning from \$7 to \$10 a week who might just as well be earning from \$15 to \$25 a week?

They could do this if they were competent stenographers.

The question asked at the head of this advertisement is one asked us almost daily.

I had to acknowledge I don't know.

It is a mystery to me.

I suppose it is because the boys think that shorthand writing is a girl's job. This is not true.

I could have placed a dozen young men stenographers this month in excellent positions, but all that had become competent had already secured employment; in fact, so great was the demand, that several left to take positions before they were competent.

While many young women are learning stenography and securing

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good positions, there are many places that a young man stenographer only can fill.

This is where you boys have your inning. This is why we are enabled to start our young men stenographers in positions from \$12 to \$15 a week.

If you are a young man of average intelligence and good moral character, and will come to the Massey Business College for a course in shorthand, I will get you a position—but, thinking about it won't help you.

You must act.

Why not step to the nearest telephone, call me up, and state when I may expect you for a personal interview?

W. N. Smith, Vice-Pres. and Mgr.
MASSEY BUSINESS COLLEGE,
Richard W. Massey, President,
Third Ave., Near Twenty-first Street,
Birmingham, Ala.

From the Halifax (Can.) Evening Mail.

"Steamer" Rugs

are necessary on a "Sea Trip" if you wish to "sit out, breathe the balmy" and "enjoy solid comfort." Just right, too, for Boating and Canoeing, in fact they're good for any purpose. We've just stocked about two hundred, new rich colorings, at various prices from \$1.50 to \$20. They're all good value, but of course there are a number of specials, which will move quickly, and if you're in need, you should have a peep at our south window, or better still, come in and see our complete range.

KELLY'S, Limited,
116-118 Granville Street,
Halifax, Canada.
Builders of Luggage.

Just Ice. From the Progress-Examiner, Orleans, Ind.

Ice.

Our manufactured Ice is the finest to be had, and you can have it delivered at your door every morning and Saturday afternoon, but not Sunday. Clear as crystal, manufactured from distilled well water, it is absolutely pure and bound to be healthy. Get a 500 pound Ice Book for \$2 and have an Ice Card left at your home and place of business.

If you use our Ice once you will have no other.

HEISE BROS. & CO.,
Orleans, Ind.

Something Different in Engagement Ring Ads, but Lacks Prices. From the McAlester (Ind. Ter.) Daily Capital.

Quoth the Youth:

"Those sparkling orbs you call your eyes Enrapture me, they hypnotize."

Sayeth the Maiden:

"I have seen some far brighter things, They're what they call engagement rings."

Right there is where we play our part. No prettier assortment of diamond engagement rings can be found anywhere. Our knowledge of these sparkling gems enables us to assist you in the selection of one that the maid will always feel proud to wear. No one can or will beat us on prices.

McINTYRE-SHORTESS
CO., JEWELERS,
So. McAlester, Ind. Ter.

Pleasant Suggestion for a Dentist's Ad. From the Pittsburg (Pa.) Dispatch.

Sleep

while your teeth are coming out, and when you awaken—"Oh, how delighted," "Never felt it." What satisfaction, too, in knowing you are in the hands of such experienced graduates as Urling Bros., established in this, their home city, 21 years. Two lady assistants. Sole owners of Corrugated Suction Plate (with extracting), \$10 per set. Crown or Bridge work (best), \$5 per tooth.
—Air or Gas—

URLING BROS., Dentists,
Two Offices:
204 Sixth St., cor. Penn Ave.,
6125 Penn Ave., cor Collins.
Pittsburg, Pa.
Both Phones. Closed Sunday.

How a Binghamton Electric Light Company Often Advertises—Without Any Signature. From the Binghamton Republican.

Avoid Danger.

A Child Frightfully Burned is often the result of carelessness with matches. Don't have them around.
Use Electric Lights.
NO HEAT NO FIRE

THE "NEWS,"

Frank M. Welch, Editor.

A Newspaper Published Every Wednesday at New Richmond, Wisconsin, by

The Van Meter-Welch Printing Co.
NEW RICHMOND, WIS.

Editor Ready Made Department:

DEAR SIR—Enclosed you will find a copy of what we consider, for a country newspaper, something neat. As humble subscribers we would like to have your expert's opinion of the same.

We think we have about the liveliest weekly in Northern Wisconsin and have so much business that we almost find it necessary to tie it onto the chases.

Hoping that the ad will please you as much as it did our advertiser and thanking you in advance for your attention, we are Yours truly,

THE VAN METER-WELCH PRINTING COMPANY,

(Signed) Frank M. Welch.

It strikes me that the ad submitted wastes a lot of time and space in talking about the discomforts of ill-fitting shoes—space that might better have been given to descriptions of comfortable shoes of various kinds and at various prices. It is true that people need to be reminded quite as much as to be informed, but generally only a few words will answer every purpose in reminding, while to inform may require a column or more of space. It's a waste of space and effort to tell a man in general terms what he does or does not want, when in the same space and with the same effort he can be told about a shoe in such a way as to make him feel that that is the particular shoe he has had in mind all the time, and the very one he wants. People like to feel that they are doing their own thinking, whether they are or not, and it is much easier to persuade them by suggestion than by dictation. I may be quite wrong, but if I were to prepare an ad along the general lines of the one here reprinted, I should use a short headline embodying the idea that comfort is no bar to style in shoes,

and then describe shoes of various styles and prices, under some such headings as, "For the Short, Stout Foot," "For the Slender Foot with a High Instep," "For the Broad, Flat Foot," etc. This would convey much better than all the general talk ever written, that the advertiser had really made a study of the subject and was prepared to deliver foot comfort for every normal foot, at least. As for the typographical dress of the ad, I believe it would have been much better without so much rule work, using a type of slightly heavier face, perhaps in a little wider measure. Speaking generally, there is no excuse for rules except to separate things that do not belong together, or to form an enclosure for a good many things that do belong together. In this ad, things that were distinctly a part of the body of the ad were set apart from it in two narrow, upright columns, one on each side. In the reprint herewith, they are given their logical positions.

WHEN YOU BUY A PAIR OF SHOES

you want to feel that you have purchased a shoe that has these points:

FIT.

An ill-fitting shoe is an abomination and a continuous aggravation. You want a shoe that will make your feet feel comfortable.

Our shoe fitters take special care to fit your foot. You will find they understand their business.

STYLE.

There are right styles and wrong styles in shoes as well as in clothing, hats or anything else. When you buy a pair of shoes you want to feel that you have something that is stylish and that becomes your foot.

QUALITY.

A shoe is known by its quality. We handle only high grade shoes in our store. Anything you buy here you know is reliable.

For absolute comfort we recommend the Dr. Reed Cushion Shoe. This famous shoe will give your feet more absolute rest than any shoe on the market.

Price \$5.

The Crossett \$5 shoe, which we specialize, is well known as to all points above mentioned—fit, style and quality. It is a hand sewed, bench made product.

N. B.—We will have some more of those \$3.50 and \$4 shoes on sale at 2.85 to-morrow, Friday and Saturday.

WILLIAMS BROS.,
New Richmond, Wis.

Principal's Office,
NORTHWESTERN UNIVERSITY,
The Evanston Academy,
EVANSTON, Illinois.

Editor Ready Made Department:

I inclose herewith three copies of ads that I am running in one of the Chicago daily papers.

I should be glad to have your opinion regarding their character and quality.

Very truly yours,
(Signed) A. H. WILDE, Principal.

These ads impress me most favorably, for they emphasize the things that are of real importance; in fact, they seem to me to deserve more space and better display than were given them in the Chicago papers. As a rule, I do not believe in negatives, but they may sometimes be used to decided advantage, as in the ad below where it says that "no fraternities are permitted." This may not be a matter of great importance, but it is not at all likely that anybody will object to a school which permits no fraternities, and its appeal to many who have observed the workings of fraternities—the jealousies and dissensions they breed—will be very strong indeed. The statement that eight of the academy's instructors have been called by various colleges is cleverly treated as an incident, where if it had been given loud display and many words it would have been likely to get too much and too serious attention, to the point, perhaps, of suggesting that the academy's best timber was being transplanted.

The Faculty of a School is more important than the buildings.
EVANSTON ACADEMY,
of Northwestern University,
for years did its work in limited quarters. It now has a new building, commodious and modernly equipped. But its faculty are people of culture, of advanced special training, humanly interested in their students. In three years various colleges have called eight Academy instructors. The spirit of the school is one of good will and co-operation—which draws out the better side of student nature. Newly equipped dormitory for boys. For

catalog and other information address
A. H. WILDE, Ph. D.,
The Academy, Evanston, Ill.

The Site and Surroundings of a School
are important. They affect work and character.

EVANSTON ACADEMY,
of Northwestern University,
is on the shore of Lake Michigan, 100 feet from the water, therefore plenty of light and air, and variety of view. It is the choicest spot in Evanston—the University Campus, with college inspirations. Evanston (but 12 miles from Chicago), a city without a saloon, offers great advantages in churches, lectures, concerts, libraries, etc. Newly equipped dormitory for boys. For catalog and other information, address,
A. H. WILDE, Ph. D.,
The Academy, Evanston, Ill.

The Moral and Social Tone of a School
is more important than the instruction.
The instruction is excellent in
EVANSTON ACADEMY,
of Northwestern University,
admitting to most of the best colleges on certificate. But the school aims also to develop manliness, sincerity and usefulness. The school is democratic: no fraternities are permitted. Faculty and students co-operate in all student interests. Rates are low—tuition only, \$72 a year; tuition, with board and room in newly equipped boy's dormitory, \$375 to \$425. For other information, address,
A. H. WILDE, Ph. D.,
The Academy, Evanston, Ill.

From the Pittsburg (Pa.) Press.

"More Window Shades" Has Been The Call.

Here's another thousand—but if you miss these don't look for any more this season at 19c.

We sent to a dozen shade factories before we found one with enough odds and ends of shade cloth on hand to get this special order filled. A few of the shades are an inch or two short of the standard lengths—some of them have pin holes and other slight defects that really are matters of small consequence. Nearly all are greens, although a few other colors appear in the lot. Each shade is mounted on a perfect spring roller and is ready for hanging. You'll jump at the chance to shade your windows with these at only 19c. each.

KAUFMANN'S,
Pittsburg, Pa.

ALLEGED HUMOR.

JUST THE THING.—Sinnick: I've thought up a first-class job for blind men, Minnick.

Minnick: So? What is it?

Sinnick: Putting in the punctuation marks for country sign-painters.

COMMODIOUS QUARTERS.

"Sir, have you room for this little poem I have just dashed off?"

"Certainly; all the room you want. Nothing in the waste basket at all this early in the day."—*Baltimore American.*

EDITORIAL PREROGATIVE.

Editor (to caller, who has been airing his views)—Look here, are you the editor of this paper?

Caller—No, no; certainly not.

Editor—Very well, then, don't stand there and talk like a fool!—*The Sketch.*

A STRONG BOY.—"My son tells me you've discharged him," said the office boy's mother, "and I think that's strange; you advertised for a strong boy, and he's certainly—"

"He's too strong, madam," interrupted the employer. "In the single day he was here he broke all the rules of this office and some of the furniture."—*Exchange.*

"SPACER out of a job? Why I thought he was running a fashion department in a woman's magazine."

"Yes, but he caused the magazine to lose so many subscribers they fired him."

"How in the world did that happen?"

"Why, the lobster headed his column, 'New Wrinkles for Women.'"—*Illustrated Bits.*

A FREE "AD."—The little village could not boast of very many entertainments, and consequently a concert was looked forward to with great delight by the inhabitants.

It so happened on one occasion that a singer of renown who had just scored some signal successes at Covent Garden came down to spend a few days with the squire and smilingly acquiesced in the request of the vicar that he should sing at the village concert.

His song, which was delivered with deep feeling, for which he was famous, was the old favorite, the "Village Blacksmith."

In response to a vociferous encore he was about to give one of his operatic successes when the chairman tugged hard at his coat tail.

"Better sing t'owd 'un over agen, mister," he said; "I 'appen to be the chap you've been singing about—the village blacksmith—and I reckon I 'ud only be fair to me if you was to sing it all over agen, and pop in another verse saying as 'ow I let out bicycles."—*Punch.*

NEWSCADES—I want the complete works of that man that's edited so many of the standard authors.

Bookseller—Who do you mean?

Newscares—That feller, De Luxy.—*Puck.*

A FEW "WANTEDS."—Wanted.—A young man to take care of a pair of mules of a Christian disposition.

Wanted.—Two apprentices who will be treated as one of the family.

Wanted.—Experienced nurse for bottled baby.

Wanted.—An industrious man to take charge of 3,000 sheep who can speak German.—*Humor of Bulls and Blunders.*

FUNNY THINGS IN PRINT.

Errors which sometimes creep into the daily papers cause considerable merriment. Nearly every one has read of the reporter who described a shooting affair as follows: "The man was shot once in the left breast and twice in the barrel shop." Also the brief story that "the Chinaman fell and broke his leg just below the opium joint."

One of the most famous mistakes that ever got into a metropolitan paper was in Chicago in connection with a fire, when a number of persons were rescued.

The fire occurred late at night. The night city editor who "handled" the story marked the copy when it went to the printer with directions to send him proofs so that he could make certain there were no errors. Here is the way the story appeared in the paper:

"The young woman appeared at the window, flames bursting about her head, her hair disheveled and with wild eyes shrieked:

"RUSH PROOFS TO NEVY."—*Ideal Power.*

SMALL BOYS ON NEWSPAPERS.

—The boys in a Guildford school were told to write an essay on "Newspapers." Here are some gems which we quote from the Guildford and Godalming *Free Press*:

"Newspapers are made of rags and grass. The yare sold for different purposes. People who keep shops or sell things wrap them up in a piece of newspaper."

The little fellow who wrote the following knows a thing or two:

"They were first called 'news letters.' In those days there were no pictures, no diagrams, but facts; but now they have more than facts. There are some papers which put a thing in one day and contradict it the next."

Here are four more gems. The third looks nasty, but perhaps there is a mistake in the spelling:

"Some have pictures of a very little thing that happens, such as two or three inches of snow in the streets of London."

"By means of papers grievances can be redressed, situations obtained, knowledge increased, and property regained."

"There are weakly papers."

"You can get them for a little more than nothing."